

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXLIV, No. 9 NEW YORK, AUGUST 30, 1928

10c A COPY

B. A. I. S. 1920 with
N. W. Ayer & Son

The invaluable background to the Priceless Ingredient

MEDICAL products are always purchased on the buyer's faith in the manufacturer. The increasing numbers of those purchasing Squibb Products indicated a spreading growth of this faith. With analytical exactness Squibb researched for facts among 15,000 typical home-folks. The result was a powerful demonstration that the public is buying Squibb Products because they believe that the Priceless Ingredient, the honor and integrity of the maker, is compounded into each article bearing the Squibb name.

To broaden and strengthen this invaluable background of confidence, Advertising Headquarters is presenting a series of informative advertisements featuring the notable advances made during the last several decades in the prevention of disease and suffering, and telling the important part E. R. Squibb & Sons have played in the advance by preparing trustworthy products for the medical profession.

This campaign is binding together the various Squibb campaigns of individual Squibb Products and offering conclusive proof that it is always best to specify medical products bearing the Squibb label.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



"Dun's book lists 2,100,000 businesses—only 26,000 have a rating over \$75,000. These 26,000 do 80% of the country's business."

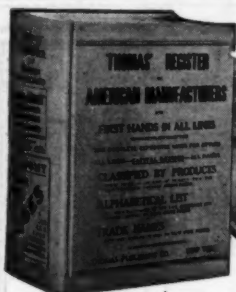
—Extracted from "Bigger and Better Business," in "Magazine of Business"

The Guide for ALL Purchasing Activities

Used by the

Upper 25,000

All Lines—Everywhere



THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY

4500 Pages 9x12

Not Free Distribution

\$15.00

Only A. B. C. Member of its Kind.

Its PAID clientele exceeds *25,000, and comprises more than 50% of the total business buying power of the U. S.

*Not all one edition—some use one edition for two or more years.

More than 850 of its Paid Subscribers in the "over \$10,000,000" class.
More than 3,000 "over \$1,000,000"—More than 8,000 "over \$100,000."

Combines the Advantages of DIRECTORY and CATALOGUE

Furnishes names of all Sources of Supply—also contains more than 9,000 condensed catalogue or informative advertising, etc., spaces—several times as many as appear in any guide of the strictly catalogue type, or any other kind.

IT Serves

{ Superintendents Engineering Depts.
 Executives Purchasing Depts.
 —and all others having to do with
 investigating specifying or buying.

They use the guide they order and pay for

"Out of Thomas' Often Means Out of Mind"
AT THE BUYING MOMENT

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIV

NEW YORK, AUGUST 30, 1928

No. 9

Four Advertising Flivvers

Why They Failed and the Lesson to Be Learned from Each One of Them

By Howard W. Dickinson

THERE was a real idea back of each of these four attempts to develop an advertising account, though there was not the real makings of a consistent advertiser in any one of them. One needs to know where advertising can and should lead him, to be a consistent advertiser.

The ambitious agency representative without any business is very apt to see possibilities of good business in any decent firm which is willing to spend a little money.

Flivver No. 1.
"The Town of Tumbling Water."

It was an age of slogans. Some friends told this agency representative, with nothing as yet to represent, that the town of Shelburne Falls, Mass., was about to

advertise its water power and its fine location for factory sites, and that Dickinson might get it for his first client. This was interesting because his mother once lived there, and there his father and mother first met. He remembered the beautiful falls, the water tumbling over the rocks, and before he got there had a slogan all ready—"The Town of Tumbling Water," alliterative, descriptive, and easy to remember.

That was a slogan age. Johns had devised the famous "Hammer

the Hammer" for Iver Johnson, and Frank Finney had won the competition for the Underwood Ham business by producing a similar one—"Taste the Taste." Finney with the help of Barrett Andrews, then of Butterick, had inked this slogan "Taste the Taste" on innumerable post-cards of buildings, bridges, etc., in and around

Boston and sent them by mail in a steady stream to the Underwood office, thus apparently sweeping the Underwoods off their feet and out-distancing the competition of those agencies which were merely telling Mr. Underwood and Mr. Nash how sane and solvent they were and how well they served their clients. The triumph of the concrete over the

Howard W. Dickinson was, until a year ago, vice-president of George Batten Company. In writing this article and the four others that will appear in succeeding issues, he has drawn upon an experience of twenty-three years as magazine advertising salesman and agency salesman and executive. The second article to appear in next week's PRINTERS' INK, will be entitled "Getting a Start as an Advertising Agency Executive."

general or abstract.

This had been impressed upon my mind as a successful performance, and I had my slogan ready.

When I arrived at Shelburne Falls to meet the committee of the Board of Trade, I was a bit upset to find only dry rocks and no water tumbling over them at all because it was all being led away to turn turbine and dynamo wheels and make electricity. The committee assured me, however, that the slogan was fine and appropriate because when there was more

water than the power sluices could carry, the water did tumble over the rocks, and anyway it tumbled down the sluices to the turbines.

Another thing didn't seem quite right; the water power from Shelburne Falls all belonged to a company which was conducting it to a more distant point, and Shelburne Falls village itself got its light and power from Turner's Falls or somewhere else. These trifling difficulties did not dampen the ardor either of the committee or its advertising agency man, and some "Town of Tumbling Water" advertising appeared among the municipal and community advertisements in *World's Work*. Of course it did not last long. The small commissions did not pay the agency expenses of handling and the account became a small waterfall of red ink in the Batten accounting room.

Whether the advertising brought any factories to Shelburne Falls or not, I do not know, but no phenomenal increase in population in that delightful village has ever been brought to my attention.

When a municipality or a State or a community appropriates a sum of money for advertising, it is very easy for the agent to revert to the old *caveat emptor* idea to which he likes to think he is superior.

We will say that our city council has been egged on to appropriate money for advertising by the Chamber of Commerce or combined booster clubs such as Kiwanis, Rotary, Advertising, Real Estate or whatever clubs have assumed the burden of making our glorious city most gloriously known to the world as the world's most glorious place in which to live and

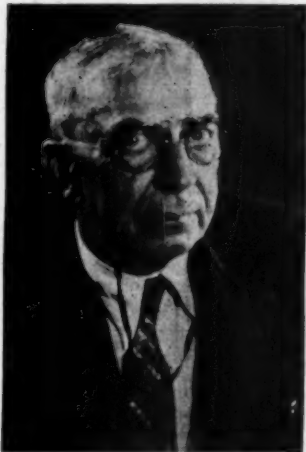
produce. The city council has appropriated \$50,000 for an advertising campaign. At 15 per cent there is \$7,500 of gross income to the agency.

The probability is that this will be only a spasm of advertising, but someone has got to write and place it. It will cost the city more to do it without an agent, for the

city will pay gross rates anyway and without an agency, copy, art and "placing" will cost extra. The agent who succeeds in landing the business will do his work conscientiously, but if he is a practical man, he knows that \$50,000, which isolated looks like a considerable chunk of money, will go but a very short way in really getting the United States excited over the glorious opportunities to live and love and earn

wealth in our glorious city; that it will cause very few if any, to pull up the stakes of their homes and jobs in some other equally glorious city and move to the advertised city.

If the chairman of the advertising committee of the City Council has a friend in the agency business, it will be easy to guess who will get the account. If not, he will have an interesting time talking to agents and learning what wonderful organizations and what brilliant men they offer for his service. The agent who lands the job is very apt to look on it as a windfall rather than a serious job which he can hope to make pay a profit to his client. There are real economic jobs to be done by cities and communities through advertising, but it is not economic to plan a campaign as just outlined without an understanding of the magnitude of the job, the prepara-

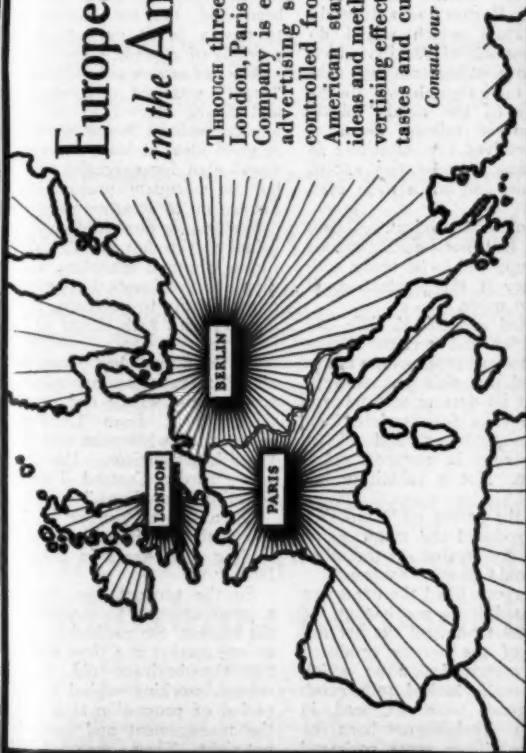


HOWARD W. DICKINSON

European Advertising in the American Manner

THROUGH three strategically located offices—London, Paris and Berlin—The H. K. McCann Company is equipped to furnish complete advertising service in Europe. A service controlled from America, in keeping with American standards, employing American ideas and methods. Yet one which creates advertising effectively adapted to the individual tastes and customs of European peoples.

Consult our Foreign Department, New York



The H. K. McCann Company Advertising

tion of an adequate force to do it, and the assurance of money enough to keep it going.

All this is why the "Town of Tumbling Water" is a confession of failure.

Some agents will neither seek such business, whatever the appropriation, nor accept it when offered, except as they insist that the municipality shall know just what it wants accomplished and that there is a reasonable chance of the objective being attained. At that time I didn't know enough for that.

Flivver No. 2. "Saveg."

Flivver No. 2 was quite different. It was a food product, of potentially great distribution and sale.

Some people connected with the offices of the Boston and Maine Railroad in Boston had a formula for a mixture which would do much, if not all, of the job which eggs do in cooking—an egg substitute in fact, though we always fought shy of the word "substitute," even in talking about it among ourselves. A substitute is a poor thing to advertise except in war time, and not always even then.

It was a good product. A man of means had put \$5,000 into it and was supposed to be ready with more money if the product could be made to move.

We talked and talked. We had most lengthy and serious discussions as to an appropriate name. We argued that this was an egg-saver, that its destiny was to provide more eggs for omelets, ham and eggs, egg nogs, and all by using less eggs in custards, cakes and so on. Not a substitute but a saver.

And so the parent of "Tumbling Water" produced the magic name "Saveg." By leaving off the other "g" we could protect the name.

Not everyone liked the name but we discussed it so much that we all got used to it, and the art department of the agency produced a decent carton design on which the name really looked quite good.

Some goods were produced, in somebody's kitchen or barn or somewhere. They were packaged and labeled and the agency man

took the train for New Bedford. We were after the United States—one town at a time—and New Bedford was chosen for a starter.

We saw Ernest Alley, then advertising manager of the New Bedford *Standard* and *Mercury* and of course we advertised in the *Standard* and *Mercury*, and through the help of those most excellent papers we secured the services of an energetic jobber who put Saveg into a majority of the grocery stores in town. Our jobber was energetic but he wasn't the leading jobber. The leading jobber refused to touch it except as he should receive actual orders from his trade.

We had just money enough for a few weeks' advertising, and when it was used up, some goods had been sold, but not enough either to pay a profit or even to give promise of a profit soon.

The money was used up—the "angel" was not offering more—and Saveg started to die before anyone realized it was really born. A good idea, at least a reasonably sound plan for executing the idea, but no adequate preparation for finance or to weather any storms.

We finance our children through infancy, through youth, through illness, through schooling, and into more or less maturity before we expect them to produce, and the parallel with such things as Saveg is perfect.

After Saveg had been buried about a year as an advertising account, the writer met an advertising agent from London and asked him what was the largest English advertiser. His answer was "Bird's Custard Powder, a Substitute for Eggs."

On a trip to Europe in 1927 I found that it is still one of the leading advertisers in the British Isles.

So the product was worthy of a good attempt to establish it in the market, the method of opening up one market at a time was sound, but the business did not have enough working capital to stand a period of promotion at a loss, and the management and control was not right. They were good fellows, but railroad freight office men,



The experienced miner seeks the rich ore... "pay dirt", he calls it. The less experienced digs here and there, indiscriminately, getting but small return for his effort.

Which method are you using in your advertising?

The House Beautiful

Offers you the "pay dirt" through its selected circulation and home appeal. The House Beautiful reaches the consumer—the man who builds the home and the woman who furnishes and decorates it. It encourages the building of new homes and the remodeling of old ones, pointing the way to better living in each.

It is a friendly guide to all that is best in building, equipment, furnishing and decoration.

That is "pay dirt"—that is selected circulation.

The House Beautiful Publishing Corporation

Circulation 90,000 net paid (ABC) rebate
backed and guaranteed. Liberal Bonus.

A Member of the National Shelter Group

8 Arlington St.

Boston, Mass.

not merchants or manufacturers or financiers.

Flivver No. 3. M. H. P. Aluminum Hot Water Bottle was a success in a way, but not a success as an advertising account.

A lady of means in Providence was advised by a physician to try invention as a remedy or antidote to a nervous condition. She was of an inventive turn and produced a hot water bottle of aluminum with many points of great excellence. I never met the lady, but did meet a very nice young man named Fanning, who had secured the sales rights for the water bottle. (Arrangements had been made with an aluminum company to manufacture the bottle at a price, said price to be to some extent fixed by volume, as I recollect it.)

Here was an advertising account reduced to its lowest terms—a product, production, a sales organization to handle it and some money to advertise it, as much money as Mr. Fanning could persuade the lady to spend.

An appropriation of about \$10,000 was made, and this money was to help in distribution as well as sale.

The Literary Digest offered the services of its special sheet issued to druggists which would reproduce the page advertisement from the *Digest* and another special page giving an attractive introductory offer to druggists. So we used *The Literary Digest* and some space in another magazine or two. We provided a follow-up record and a form letter system for Fanning. We offered the bottle for sale by mail "if your dealer hasn't it in stock," and we wrote to the drug trade giving a very attractive introductory offer.

A competing water bottle at this time gave a five-year guarantee, and we went them one better with a ten-year guarantee.

At the end of a year the bottle was stocked to some extent in every State of the Union. Quite a good many thousand had been sold, and more might have been sold if the manufacturing company had produced them as fast as they were needed.

A business had been established, its owner had more than her total investment back either in money or inventory and had already earned a considerable investment in good-will. It was reported that her financial advisers, who had poo-poo'd the idea of her going into business, now wanted to buy a share of her business. It was a success.

It grew the second year, but the owner had had her fun from it. She had proved that she could make money, and when the aluminum company which manufactured the bottle for her offered her what looked like a very fine price, she sold, getting back all her money and a very attractive profit.

Her advertising agent thought, however, that she sold out for about one-third or one-fourth of what the business was worth but had no opportunity to meet her and tell her so.

A flivver, yes, but the kind of an experience which is priceless in teaching how to build a sales business, step by step, when product is right and money for development is at hand.

Flivver No. 4. A crochet cotton.

The fourth flivver was also a success, but its owners didn't know it, at least till much later.

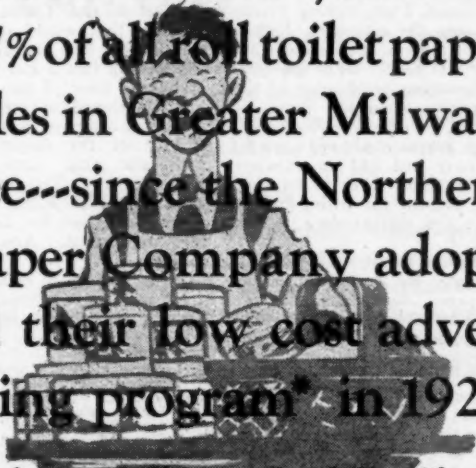
A group of men in the cotton yarn business invested a few thousand dollars apiece in a company to convert and sell mercerized crochet cotton. Through their mill connections they were able to buy fine crochet yarn on credit, and a small plant for winding, labeling and packing was established. Also a man was found to run it. \$15,000 was appropriated for advertising in women's magazines, but not all spent.

D. M. C., an imported mercerized cotton, dominated the market at the time, and we went into competition with it. We had a salesman. We prepared a new and efficient card system for recording inquiries and sales. We had some splendid crochet designs made up and pictured on paper with complete instructions for working. *Modern Priscilla* was glad to give us its efficient help in this, and

(Continued on page 137)

Read by More Than Four Out of Five Milwaukee Families!

SALES have increased
1,800% in five years--to
67% of all roll toilet paper
sales in Greater Milwau-
kee--since the Northern
Paper Company adopt-
ed their low cost adver-
tising program* in 1923.



*The decision to build business through The Milwaukee Journal alone was made when Northern Tissue sales were only 4% of all sales of 244 brands in this market.

At one low advertising cost, business has increased remarkably. Now Northern Tissue sales constitute 67% of all roll toilet paper sales here and 176 other brands divide the other 33%.

Keep your advertising costs at minimum and sales at maximum by covering the rich Milwaukee-Wisconsin market through The Milwaukee Journal alone.

THE MILWAUKEE JOURNAL
W FIRST BY MERIT W

Thorough Trading Area Coverage at One Low Advertising Cost!

"Give Her a Zoofus Washboard for Christmas"

Are We to Have the Same Old Hokum in 1928?

By Charles Noble

PERHAPS this impulse to rise up and give testimony comes from the wrong direction. Perhaps, instead of an *advocatus Santa Clausii*, I am, without knowing it, only the *advocatus diaboli*. Perhaps I am just a poor old crab, all out of touch with the big, broad, bouncing, vital spirit of the commercially altruistic Santa of our times. Perhaps nobody will pay any attention to me, anyway. But I have just had an unhappy experience; and there is no time like the present for lifting up my voice in the market-place to tell about it.

In another month or so it will be too late. By that time all the double-page four-color layouts will be snugly locked in the forms; the copy describing each one of 4,279 separate and distinct articles as "The Ideal Christmas Gift" will have had its final correction in proof; and nothing whatever will remain to be done about it. But to save myself from nightmare, and perhaps just a few people from something worse, I want to seize the moment to disburden my memory of a recent afternoon in the Public Library in the company of last year's Christmas advertisements.

It doesn't matter now what took me there—the need to look up several references on some details of European politics during the late fall and early winter of 1927. Just which advertisement it was that caught my eye, I don't remember now; whether it was the one that suggested giving her a can of paint for Christmas with which to do over her kitchen and bathroom furniture, or the one that announced that the ideal Christmas gift was a cute little barometer.

But the horrid fact remains none the less, that some such advertisement lured my eye from the Warsaw despatch regarding the Lith-

uanian situation, from which I had been culling notes. I foolishly made a little mind bet with myself, that in five minutes I could not find another Christmas advertisement that would make me as mad as that first one did.

I lost. In fact, I lost the bet several times over; I also completely lost the thread of my interest in the Vilna controversy and the 1927 history of the disputes between Lithuania and Latvia, Poland and Germany. The rest of that afternoon was spent in hunting down fresh fuel for the flames of my indignation. And I found plenty.

Here is just a little sampling, from memory, of "ideal Christmas gifts" in somebody's estimation.

- A waffle iron.
- A course of beauty treatments.
- A year's subscription to the *New York Goofus*.
- A can of paint.
- A humidifier.
- A co-operative apartment.
- A Class A 6% participating investment trust certificate.
- A set of six handsome tar-paper clothes bags.
- A combination coat-hanger and shoe-rack.
- A hellish device described as an automatic accordion—"the ideal Christmas gift for your boy or girl." (Not while I possess my ear-drums and senses!)
- A bathroom scale.
- A hair mattress.
- An electric ironing-machine.

Of course, any or all Christmas advertising is apt to look a trifle stale and mildewed on a hot, rainy day the following August; but don't some, at least, of these impress you as just a trifle unreasonable? And are we going to have them, and others like them, again this year?

One of the best reasons I have for not considering my own indignation too far-fetched is the amount of Christmas advertising I also found that didn't make me mad at all; that, on the contrary,

Harper's Bazar Offers to Advertisers:

A MAGAZINE

full of luxurious features—pre-eminent editors, incomparable contributors—names to conjure with in the fields of fashion, fiction and art.

A CIRCULATION

that is literally hand-picked, because of the outstanding work of our Debutante Bureau in enrolling the members of the Inner Circle as readers, in the 111 largest cities of the country.

A TRADE SERVICE

that has determined the selling centers for fashion merchandise, has contacts with important stores, and is prepared to assist the advertiser in obtaining further recognition from the best stores and shops throughout the country.

A FASHION SERVICE BUREAU

which offers to the advertiser the fashion resources, experience, and contacts, here and abroad, of Harper's Bazar.

Frederic Drake
Business Manager

surprisingly retained its freshness and attractiveness long after its season had passed.

There was humor and sprightliness, and it seemed to me entire good taste as well, in the manner in which Lord & Taylor presented an array of silk things with all their names ending in "...ies"; in the discourses of Saks-Fifth Avenue and Spalding on the subject of what to give the person who I understand is nowadays referred to as the "boy friend." (I believe he corresponds to what used to be called a "steady.")

Some of the argument for regarding shoes and chinaware and furniture as belonging under the aegis of old Kris Kringle, indeed, didn't seem worse than passable even in August, and so probably could be considered acceptable in November.

The trouble was that no sooner did I find myself feeling better over some of these, and over Macy's talking furniture and Ovington's chattering cheerily of china, than I stubbed my toe over such bits of blatancy as:

"There is distinction in giving and receiving gifts from Hoozis."

After an hour or so of this, I just had to have some hope from somewhere. I adopted a desperate expedient. I went back to November and early December of 1926. Ah! much better—that is to say, much worse. Because what I was looking for was evidence of progress; and it was, therefore, encouraging to find that the Christmas advertisements of 1926 of poor or at least questionable taste were noticeably more numerous than those of 1927; and a little later on I convinced myself that those of 1925 were still worse.

Taking it by and large, and up and down, in three different and I think fairly typical New York newspapers, I should judge, if I believed in any statistics, even my own, that Christmas advertising of poor or doubtful taste, either in matter or manner, formed close to 40 per cent of the total in 1925, not over 35.2 per cent in 1926, and about 23.7 per cent in 1927.

So there is hope for 1928. Perhaps this word of warning in season may even be instrumental in reforming another 0.87 per cent in the current year. And there is one record which, as a result of my researches, can be pinned on 1927 which I do not believe will be disturbed.

Books have always been favorite Christmas presents. One of my own, last year, was a delightful little tale that told how, in the old days a gentleman in Esthonia chopped a hole in the ice on a neighboring lake, and drowned his own sister with his own hands because she had imprudently fallen in love with a German tutor. But full of the Yuletide spirit as that merry and lightsome romance was, as a Christmas present it hardly grades up with another tome I found advertised for the purpose—Judge Lindsey on companionate marriage. Here, surely, is the "ideal Christmas gift."

R. C. Norberg, President, Willard Storage Battery

Theodore A. Willard, founder of the Willard Storage Battery Company, (Cleveland, has resigned as president. He is succeeded by R. C. Norberg, who joined the Willard company soon after the business was founded and who has been vice-president and general manager. Mr. Willard has retired from active participation in the business to resume laboratory work, specializing in the perfection of the storage battery.

Chambers Agency to Direct Campaign on New Orleans

The Chambers Agency, Inc., New Orleans, has been appointed to handle the advertising campaign to be conducted by the New Orleans Association of Commerce. The campaign for which \$450,000 has been raised will advertise the industrial advantages of New Orleans. It will appear over a period of three years.

Has Enders Safety Razor Account

The Enders Sales Company, New York, manufacturer and distributor of Enders safety razors, has appointed Edwards, Ewing & Jones, Inc., advertising agency, to direct its advertising account. Plans are being worked out for a campaign to introduce a new model, the Improved Enders.

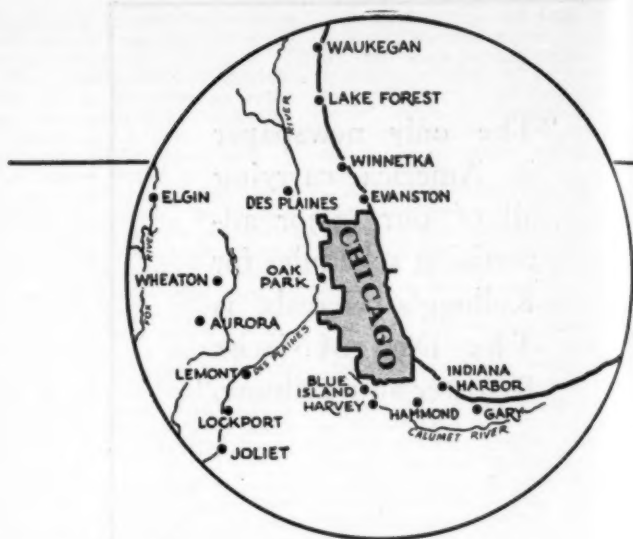
"The only newspaper in America carrying all of our major advertising schedules for Kellogg's Cereals is The Des Moines Register and Tribune."

Kellogg's

CORN FLAKES



With a daily circulation of over 225,000... 99% in Iowa... The Des Moines Register and Tribune covers Iowa more thoroughly than any middle western newspaper covers its home state.



A Key to Chicago's Buying *Habits!*

THE CHICAGO
CHICAGO'S HOME NEWS

**ADVERTISING
REPRESENTATIVES:**

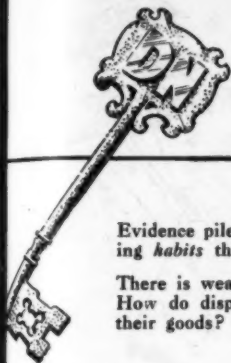
NEW YORK
J. B. Woodward
110 E. 42nd St.

CHICAGO
Woodward & Kelly
300 N. Michigan Ave.

MEMBER OF THE 100

DET
Woodwa
406 Fine

OUT OF



Evidence piles upon evidence when you look for the buying habits that release Chicago's buying power.

There is wealth, prosperity, generous buying in all lines. How do display advertisers direct this buying power to their goods?

**They advertise more in
The Daily News than in
any other daily newspaper!**

How do merchants, local advertisers who know their market, bring the shopping public to their doors?

**They place thirty per cent more
advertising in The Daily News
than in any other daily paper!**

How do department stores, leaders in merchandising science, reach their vast market?

**They use more space in The
Daily News than in the next
three daily papers combined!**

And classified advertisers, the reading, buying public itself?

**They place a greater number
of want-ads in The Daily News
than in any other daily paper!**

For more than twenty-five years—in fact, as far back as the records go—this preference of *advertisers* for The Daily News has shown the preference of Chicago's *buyers* for The Daily News.

The key to Chicago's buying habits is the practice of the majority of advertisers, who reach their public through The Daily News.

DAILY NEWS

NEWSPAPER

DETROIT

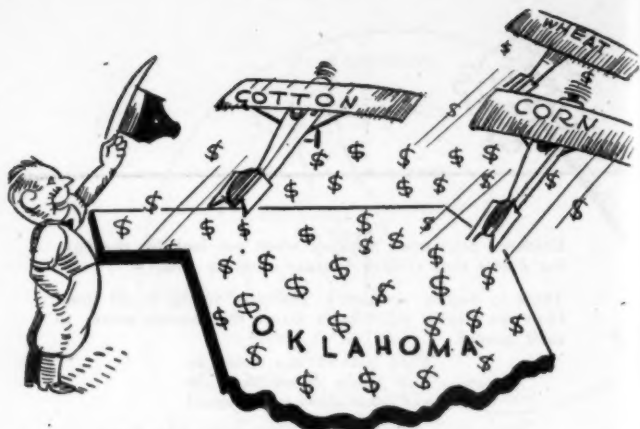
Woodward & Kelly
100 Fine Arts Bldg.

SAN FRANCISCO

C. Geo. Krogness
303 Crocker 1st
Nat'l Bank Bldg.



GROUP OF AMERICAN CITIES



3 Bumper Major Crops are leaving a trail of Prosperity in Oklahoma

59,062,000 bushels of wheat! 73,352,000 bushels of corn! 1,419,000 bales of cotton!

This is the forecast of the United States Department of Agriculture for Oklahoma's three leading crops for 1928. This means that again Oklahoma ranks second in cotton and second in winter wheat among all the states . . . that the 1928 corn crop will be 22,000,000 bushels above the average of the state for the five previous years. Automobiles, tractors, trucks, radios, lighting plants, separators and scores of other household appliances and farm helps will find their way into Oklahoma's farm homes during the next few months, as a result.

This buying will be done from advertising in the farm paper in which these Oklahoma folks have learned to place their confidence . . . The OKLAHOMA FARMER-STOCKMAN.

184,168 ABC CIRCULATION EACH ISSUE

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm Mgr

Published by THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES
Represented by E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

Is There a Way to Exterminate the Writers of "Blind Inquiries"?

The Handling of Worthless Correspondence Results in a Huge Waste of Time and Money

By Jas. H. Warburton

Sales Manager, Marietta Chair Company

I WISH someone would discover a way to stamp out the pernicious and growing practice on the part of a lot of unmindful folks who write "blind inquiries" to business concerns. You know the kind of "inquiries" I mean—those that come from people who not only have no intention of buying but aren't interested beyond the point of seeing how good your original sales letter, follow-up and printed material will be, or with the hope that they will get something free.

I haven't anything but words of welcome for the inquiries that come from people who are now or think they may become interested in what I have to offer. Such inquiries are exactly what I spend time and my firm's money trying to get.

Strange to say, the sinners I am gunning for aren't particularly the rank and file of curiosity seekers who, without malice and aforethought, write in their natural tone of voice asking, "What have you?"

Coming down to cases, there are just two specific groups that I should like to convert or exterminate, and these I choose to call "blind inquirers." They are:

(1) Those who deliberately set out to mislead us into believing that they are genuine prospects, with the objective of having us write them one sales letter or a series and send them printed material to become a part of their private collection of horrible, mediocre and good examples for their personal amusement, enlightenment or future guidance.

(2) Those who do the same thing for the same purpose as group one but aren't satisfied to stop there. They either write and point out what's wrong with our stuff and offer to transform it into

the real thing for so much or they write a story about it for some publication.

I sometimes wonder in going through a stack of mail how much of it is genuine and how much spurious. I have been tricked into dictating many letters, into which I have tried to put as much thought as I knew how, only to find out through follow-up or investigation by a field man that someone was only out to serve his own selfish ends without any thought of giving me an opportunity at something in return.

SOMEBODY MUST PAY

One of the greatest wastes of time and money in business today is caused by this very thing—handling worthless correspondence and sending field men to follow it up. Obviously, somebody must pay the price for every letter that is dictated by an executive or correspondent and typed by a stenographer. If it is in answer to a "blind inquiry" the original letter, the follow up and printed material may cost \$1 or even more. If a salesman or local representative is asked to make a personal follow-up probably several dollars in money or time will be added to the bill of waste.

There's no way of estimating the tremendous annual cost to business of handling purely fake inquiries, but based upon the number that have come to my own desk over a period of years, I am sure that it's an overhead burden of no small consequence.

I've encountered the thing so many times that I now get popping mad and feel that something has been stolen from me whenever I discover that I've wasted my time and some of my firm's money in thinking out, organizing and

dictating a page or more of sales arguments only to have them go, along with this or that printed material, to someone who deliberately intends using it for selfish purposes.

Perhaps I am too much exercised over this situation. Probably I should consider it as a part of the day's work or console my mind with the thought that it affords additional opportunity for "practice work," as they say in educational circles. But I feel that I have a just grievance against the "blind (fake) inquirers" on the grounds that they take something to which they have no right—time, the equivalent of money. Then when one of the second group holds up to ridicule that which he has obtained under false pretenses I consider it nothing short of adding insult to injury.

THE INNOCENT VICTIM GETS NOTHING IN RETURN

Yes, I understand that when a member of the second group sets out to write an article or prepare a speech on "Sales Letters I Have Read" he must have a laboratory to work in and specimens to analyze and his field is naturally that of those business concerns whose names occur to him at the time. The educational benefits resulting from his efforts may justify, in his mind, the means employed in gathering his material, but I don't think so. It's fine for him who does the "research" but what about the unsuspecting victims?

It has been my privilege to write on many phases of selling and advertising, as well as to address many organizations; this has called for going outside of my own office for much subject matter, but I don't recall that it has ever been necessary for me to resort to subterfuge. I doubt that there is a sales or advertising manager so selfish, busy or close-mouthed that he would decline to give me the information I might seek. How much better it is that I state my case honestly than to write or have someone else write a blind inquiry from a residence

or blind business address, posing as a prospect, and thereby setting in motion the expensive machinery of some concern's sales department—calling for sales letters Nos. 1-2-3, etc., a mailing piece or a series of printed pieces and more than likely instructions from headquarters to a man in the field to get on the job.

Any letter that is written on a genuine business concern's letterhead that comes to my desk receives the best attention that I am capable of giving it. Even though that letter comes from an assistant advertising man who wants copies of our printed material, or wants to know how we handle this or that problem, it receives the best answer I know how to give. Should it call for copies of sales letters, sales bulletins, etc., I am glad to comply. We have nothing to withhold from those who have a right to and are sufficiently interested in the information to ask for it—other than that we cannot ordinarily divulge wholesale prices to those not engaged in our line of business.

The point I am trying to make is that it isn't necessary for anyone who wants to know how we conduct our sales department to camouflage his inquiry. And he'll get far better results by coming straight. The net saving to us is the extra time and expense of following through with subsequent mailings and having a salesman run down the inquiry. I wonder how many sales executives there are who are constantly confronted with this thing of salesmen reporting "wild goose chasing." I get an earful of it quite frequently. And we all know the effect it has on the road man.

And by the way, he who takes the back alley route—who doesn't come clean—may be sure that his sins will find him out. At least, in most cases, some firm's road salesman or local representative finds him "in" or "out" and then somebody gets sore—but by that time the dirty work has been done and paid for. Another straw has been added to the camel's back

(sales cost) and must be borne by "Jones."

My reference to letters that are written on listed firms' letterheads receiving proper attention was not meant to convey that inquiries of all kinds aren't accorded the same courtesy. Even if a letter comes in on scratch paper, in lead pencil, which some do, they are all answered promptly and such information as they warrant is freely given. But here's the difference:

(1) An inquiry from a business concern—either furniture dealer or some other, that is safely rated—not only receives a dictated letter containing complete information concerning the products the writer has mentioned and illustrated printed material that is sent at the time; but the inquiry goes in the follow-up for further attention and the salesman in the territory is instructed to make a personal call the next time he makes that town, if not a special trip.

(2) An inquiry that comes from an individual—for instance a woman interested in a certain piece of furniture—receives a dictated reply, long or short, depending upon the case, and she (or he) is referred to one or several furniture dealers, in the inquirer's town, who sell our line or who we know have received our general catalog. Nothing further is done with that inquiry, except that a copy of our letter is sent to each dealer and to our own salesman to show them that inquiry has been made. If the "prospect" isn't interested enough to go to the local dealer or if the dealer isn't interested enough to follow through, all the inquiry has cost us is the price of one letter and not more than one printed piece.

I have long since dispensed with the expensive, tedious and more or less cumbersome three, five or more follow-up system in handling consumer inquiries. "Keeping everlastingly at it" may bring success, but if a woman is interested in an occasional chair or breakfast suite and goes to the trouble of writing the factory, our best bet is to supply her with complete information

at the time and tell her where she can buy it. We then have to leave it to the dealer to sell her the Marietta product. If she is a genuine prospect she isn't going to wait to receive a long drawn out follow-up.

SPOTTING "FISHY" INQUIRIES

Each manufacturer must determine how much sales effort he can afford to devote to each inquiry. At best he knows there is a lot of waste. I can not see why he should be criticized by an "expert"—who has sent a blind inquiry for the sake of gathering material for an article or speech—because he only receives one letter, long or short, and is politely referred to a dealer who is supposed to serve the consumer. Probably the sales department handling that particular "inquiry" spotted it as appearing "fishy." There are a lot of inquiries that come to us that receive less time and thought than others—probably intuition, or something tells us they aren't the real thing.

But maybe we have been misled so many times that we have become gun shy. If those who make inquiry were willing to ask for information in the proper manner as most business letter writers are to supply it, both sides of the sales desk would be better served.

One of the most prolific sources of worthless inquiries is the business office itself. These come in on genuine letterheads and because of this are expensive, as they receive the "works"—original reply, follow-up, literature and personal call. But they aren't written by anyone in authority and are therefore excused. They come from junior assistants, sub-juniors, etc.—most anybody who can use the typewriter. They want to sign some letters on the firm's stationery and get some mail in return. Then when the other firm's salesman calls, it's just too bad.

Another source of these inquiries that brings no visible returns is schools and colleges—that is when they come from the economics, advertising, salesman-

ship or what not classes that are making a study of business letters and sales literature. It's quite all right when they state their case but when the inquiry is typed on institutional stationery and asks for "full particulars on your line" and the sales department receiving it jumps to the conclusion that here's a prospect for a bunch of new equipment and a salesman is sent, it is anything but all right—the for the business concern.

There are certain other sources of "blind inquiries" but I've mentioned enough, I believe, to support my original point that business is carrying quite an item of overhead sales expense that might well be eliminated. I realize that the offenders perhaps have not considered that there is so much extra work and cost attached to handling such inquiries. A little agitation may be the means of effecting another worth-while piece of conservation.

W. S. Cady Advanced by Scripps-Howard Newspapers

William Sheldon Cady, advertising manager of the *Cleveland Press*, has been appointed director of the National Advertising Department of the Scripps-Howard Newspapers. John L. Irvin, formerly of the advertising department of the *New York Telegram*, succeeds Mr. Cady as advertising manager of the *Press*. These appointments are effective September 1.

Mr. Cady became national advertising manager of the *Press* in 1925, after leaving the *Wichita, Kans., Beacon*. Two years later he was appointed advertising manager. Mr. Irvin was classified advertising manager of the *Telegram* and, later was made assistant advertising manager in charge of local display. He was at one time, with the *Des Moines Register-Tribune*, with which he remained for over eighteen years.

Oneida Community Plate to Griffin, Johnson & Mann

Oneida Community, Ltd., Kenwood, N. Y., manufacturer of community plate, has placed its advertising account with Griffin, Johnson & Mann, Inc., New York advertising agency.

Appoints Ruthrauff & Ryan

The Bassett Metal Goods Company, Derby, Conn., has appointed Ruthrauff & Ryan, Inc., New York advertising agency, to handle advertising and sales promotion of the "KeYin" single-unit hinge hasp lock.

L. Ames Brown, President, Lord & Thomas and Logan

L. Ames Brown has been elected president of Lord & Thomas and Logan, Inc., to succeed the late Thomas F. Logan.

Mr. Brown was one of the organizers of Thomas F. Logan, Inc., in 1919, serving as first vice-president and treasurer until the merger of that advertising agency with Lord & Thomas in 1926. He then became first vice-president, Lord & Thomas and Logan, and general manager of the New York office, where he will continue to make his headquarters.

He has been the chief consultant in the New York office on problems of market analysis and merchandising and has directed the work of the statistical and research staffs of the agency. He also worked closely with Mr. Logan in the development of radio broadcasting as an advertising medium.

Ralph Sollitt secretary and treasurer of the agency since the consolidation, has been made executive vice-president with headquarters at Chicago. He has been associated with Albert D. Lasker, chairman of the board of Lord & Thomas and Logan, for a number of years. He was formerly vice-president of the Munsey Trust Company, Washington, D. C.

H. Marcellus Gallop, a member of the executive staff of the New York office, has been made vice-president.

Frank Fayant, a vice-president at New York and, for many years an associate of Mr. Logan, succeeds him as a member of the board of directors to which have also been elected O. Dickinson Street, vice-president at New York, and Don Francisco, vice-president in charge of the agency's Pacific Coast offices. Gerhard Foreman, Mr. Lasker, Mr. Brown and Mr. Sollitt complete the membership of the board.

Other managing executives at the New York office are Randal W. Borough, vice-president and art director; Mark O'Dea, chief of the department of copy and plan, and Louis H. Hartman, merchandising consultant.

S. P. Hubbard to Represent "System" in East

Shelton P. Hubbard has joined the A. W. Shaw Company, a division of the McGraw-Hill Publishing Company, Inc., as Eastern representative of System. Until recently he was with the trade paper division of the International Magazine Corporation and, before that, represented the Quality Group.

E. E. Rothman Advanced by Campbell-Ewald Company

E. E. Rothman, for the last two years an account executive with the New York office of the Campbell-Ewald Company, advertising agency, has been appointed assistant to the president, H. T. Ewald. He has been with the agency for seven years.



*The Chicago Herald and
Examiner Announces
That*

William J. Schmitt

*has been appointed Detroit
Automotive Advertising
Manager in addition to
continuing as Western
Automotive Advertising
Manager of the New York
American.*

THE CHICAGO HERALD *and* EXAMINER

HAYS McFARLAND, Advertising Director

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON

T. C. HOFFMEYER

235 Madison Ave., New York

625-6 Hearst Bldg., San Francisco



413,743
BOYS *and* GIRLS
JOINED
“JUST KIDS”
SAFETY CLUB

THE “JUST KIDS” Safety Club idea was originated by Ad. Carter, the Evening Journal’s famous cartoonist and creator of the daily comic strip entitled “Just Kids.”

Each boy and girl cut the application blank from the Evening Journal, filled it in, giving name, address, age, proposed by parent or adult and endorsed by boy or girl friend.

The sole purpose of this constructive work was to prevent accidents, save lives, make “Kids” more careful.

Every club member was cautioned to: “Remember to look up and down before crossing the street.”

A total of 413,743 applications to the “Just Kids” Safety Club were received and every member obtained a “Just Kids” Safety Club button.

EV
The

Hearst
Chicago



A REMARKABLE DEMONSTRATION of Reader Interest

The "Just Kids" Safety Club was sponsored and promoted in New York exclusively through the columns of the New York Evening Journal.

413,743 Boys and Girls in the worthwhile homes throughout New York City and suburbs became members—demonstrating the overwhelming CONFIDENCE which the public has in America's Greatest Evening Newspaper.

Here is CONCRETE EVIDENCE that the New York Evening Journal goes home, stays home and is thoroughly read in the home by every member of the family. It is the most powerful sales weapon in the richest market in the world.

**CIRCULATION FOR SIX MONTHS ENDING
MARCH 31st, 680,115 DAILY, NET PAID**

NEW YORK EVENING JOURNAL

*The Greatest Circulation of any Evening Newspaper in America
and a QUALITY Circulation at THREE CENTS a Copy
Daily and FIVE CENTS Saturday*

Hearst Building
Chicago, Ill.

9 EAST FORTIETH STREET
New York City

Book Tower Building
Detroit, Mich.

A Bigger Radio Year Than Ever In The Detroit Market

WITH more people employed in the Detroit market than ever before in its history—with no vestige of a seasonal slump in sight and with the radio season just in the offing—the time is ripe for considering the Detroit market. Analyze the situation any way you wish and you will agree that the logical radio approach for Detroit is through The News. The Detroit News is the outstanding radio medium of Detroit, not only because it was the first newspaper in the world to broadcast regular daily programs but also because it reaches 82% of all homes in the Detroit market taking any English newspaper.

That advertisers realize the logic of Detroit News radio advertising effectiveness is evidenced by its lead in radio advertising from the start. During the first six months of 1928 The News published 295,134 lines of radio advertising, or more than both other Detroit papers combined.

The Detroit News

The HOME newspaper

New York Office

Chicago Office

L. A. KLEIN, 50 E. 42nd St.

J. E. LUTZ, 6 No. Michigan Ave.

The New Sales Manager and the Old Sales Force

It Takes Time and Tact to Keep from Stripping the Gears

By E. S. Hammond

WHEN Henry B. Davison, to call him that, came into our company as sales manager two years ago this September, I was out in Northern Ohio. We all knew that a change was due in the company for which I have worked for fifteen years. All of us had our favorites from inside the organization, which now numbers 200 men on the sales force. Nobody was exactly tickled to death when a new man from another business was picked for the job. Most of us had been with the company from five to twenty years, and as I see it now, most of us had fallen into some bad selling habits. We had all been selling enough to justify our holding the jobs we did. Each of us was his own boss and we didn't like the idea of an outside man coming in to check up on us and interfere with the nice easy way we were jogging along.

Some time later when I was in the home office for a week I met the quiet, studious-looking bird who had been picked by the big chief to head up the sales force, and I realized then what a job he had taken on. There were nearly twenty salesmen from different territories around the plant at the time and they all felt the way I did about it—some worse. Some of the road-scarred veterans had heard the new boss was a great student of psychology and was going to try out a lot of new theories on us. A couple of men predicted that he wouldn't last six months. I was so worried about the outlook that I began to throw a few lines out for a new job. It looked as if the outsider would throw a jolt into the machinery which would adversely affect us all. I wanted to get out while the going was good, but fortunately for me none of my tentative feelers for new jobs worked

out, and I am still here two years later, making more than I ever did before and mighty glad I stayed to see a real man make good on a hard job.

For our sales manager made good in a big way both with the house and with us. The story might just as well have been the other way because everything seemed all fixed for a crash.

The first thing he did was to examine our sales records carefully over a period of years. He saw that they had run about the same volume with a slight increase here and there. The sales manager whose place he had taken had issued bulletins which gave the sales volume of each man each month and there was a continual sales contest which didn't mean much because it was continual and because the prizes were small and insignificant. At the time I was in the home office my sales were down among the last ten and they had been there for several months. I was in a slump, due to several things at home that were worrying me.

FINDING THE TROUBLE

It was the night before I was going back to my territory that the new sales manager asked me to take dinner with him. He got right down to business at the first course. He had my record written on a piece of paper and he asked me frankly if something wasn't wrong outside of business. There was and I told him. He was helpful and sympathetic and then asked me to help him. He had come to the conclusion from inside study and talks with a few big customers that none of the force was doing a full and complete selling job. But he didn't think it was the men's fault, he told me. Then he said:

"I know as well as you do that

you have no right to be low on that sales record sheet. I want you to help me to help you and incidentally the whole force. If sales in your territory should suddenly jump without any apparent cause, so that instead of being down near the bottom you should land among the first twenty where you belong, it would help you and me too."

Then he outlined a plan that did that very thing. His idea was this. If sales in my territory, first, and then other low ones should suddenly start upward through no particular extra effort of the men, it would focus attention on the reason.

The reason would be a carefully worked out and intensive sales promotion plan worked in one territory at a time. He asked for my suggestions and invited me to criticize, which was the first time that had ever happened to me. "Wouldn't the men have a lot more respect for my ability if instead of criticizing their ways of doing business I went right ahead and helped them sell more?" he asked.

ONLY ONE ANSWER

Naturally there was only one answer to that, and later on that evening he talked his ideas and I added mine and before I jumped the late sleeper we had a rough plan worked out. Our sales promotion had been very weak and irregular up to this time, so we doped out a plan which would deal with brass tacks and talk turkey. It finally took the form of a series of broadsides to dealers which covered every sales objection to our new specialty I had been able to give him, and also a series of colored postcards with cartoons, and short snappy selling arguments to jobber's salesmen at their homes. He had worked out a scheme to get such lists of names from the jobbers, and the combination of the two campaigns at once in my territory sounded fine to me. He took the trouble to send me advance copies of his ideas on both the series before they were set in type.

and gave me the chance to suggest small corrections which he made before they finally went out.

It was the first time I had ever really been interested in any advertising put out by the home office. This time, knowing that it was going to run in my territory alone, I told every customer I knew to be on the look out for it, and I even went to see some jobber's salesmen I had met. Though he had asked me to make no special effort in my selling during the time of the try-out plan, I found that I was making a whole lot more calls, than ever before and making better ones. I just couldn't help it. Here was something being done for my special benefit and with my help. It was my baby.

My sales began to pick up almost at once. It was easier to sell. My orders were larger than they had been. Believe me I was willing to listen to whatever the new sales manager had to say after that. I didn't jump to the top of the list all at once. As a matter of fact I never got there, but my volume grew fast.

One reason I didn't get into the first twenty was this. After the first three months of my special advertising campaign to the trade, I received a letter from my boss. It was a good friendly letter written in longhand.

It told me that the campaign we had produced together was working out so well and so fast in my territory that he wanted my permission to start it in one other territory at once. Yes, he actually asked permission. When I saw the territory he wanted to add it made me smile. Jim Evans was the hardest bird on the sales force. He had seen sales managers come and go. He was one of the crowd who told me this one wouldn't last six months.

The letter to me said that Mr. Evans was so interested in the plan that he wanted it used at once in his territory. I was creeping up on Jim fast on the sales record and he had been the first to smell a rat and ask about it. But the request had come from him. Just

More

readers per copy

—more

interest per reader

Over 93% of the circulation of The INDIANAPOLIS NEWS is home delivered—read by the family in the home. That means more readers per copy!

The INDIANAPOLIS NEWS is a *complete* newspaper—complete in news, complete in advertising. That insures more interest per reader!



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

how I didn't know until later. The letter also asked that I drop Jim a note to tell him just how the direct-mail plan had worked out with me and how I had introduced it to the trade. This I did and got a surprising note of thanks from him. Naturally, it wasn't two months more, before I heard that the same plan, with certain changes based on experience, was being used in every sales territory.

The personal way of introducing it and making each salesman feel that it was at least partly his idea was what made the plan go over so big. A man can't stand aside and watch a plan he has helped to make. He just naturally has to jump in when it breaks.

The boss worked along the same lines when he came to rearrange our routes and territories. We had, during the last few years of the former administration, been touching only the high spots, going after the easy to get business and letting the rest go. Some towns were only half worked and others not at all. All of us were jumping around all over our territories the way men will when they have got into a fixed groove.

MEN LIKE NEW OPPORTUNITIES

After the advertising to the trade our new sales manager worked out with the advertising agency a new advertising campaign. This campaign, he pointed out, was designed to bring in a large number of new inquiries, so that the company would have to get more extensive distribution for its product. That is the way he put it up to us when it came time to rearrange territories.

It was for the good of the company and the benefit of each one of us, not a form of punishment or discipline. We were shown how it would pay to divide up each territory into sections, analyzing the towns in each, and to finish up each section thoroughly before moving on to the next. Of course this meant that each of us had more people to call on, and if a man makes more calls he is bound to make more sales, no matter how some salesmen may deny the

fact. It worked that way in our case. It showed each one of us that by using almost the same methods (none of us ever was told he didn't know how to sell) we could greatly improve the number and amount of our sales merely by the introduction of more order and thoroughness.

Then every three months the sales manager sent each of us a photograph of the map and tack system in his office, so far as our slice of it was concerned. With the first he also sent along a photograph of the old territory as it first appeared. The photographs showed the progress each man had made during the time since the change was made, and also that there was still plenty of room for more progress.

Those two things our new sales manager did will be called simple and A.B.C. by some men, but the way he put them both over and the other new policies he handled in the same way are what made a big success of a man we all thought wouldn't last long.

It is never an easy job for a sales manager from outside to win the loyalty and co-operation of a hard-boiled crew without firing a bunch of men and worrying the rest so that they lose their selling stride.

Our new boss didn't try to force his new ideas on us. He didn't fire a single man. He won out because he took time, showed tact, and worked with the individual instead of handing down orders from on high. The whole crowd is so strong for him now that I believe if he told us we could sell more goods by walking into a store backward, everybody would start to sell that way next week. Not only has he made good with the men but our sales this year are 45 per cent ahead of last year and the best season in our line is yet to come. And last year was our best year in ten.

It all goes to show that a little tact and common sense and patience can accomplish a whole lot when the dangerous mixture of a new sales manager and an old sales force are flung together.

NEWSPAPER advertisements in four colors are and for some time will continue to be distinctly uncommon. In this quite indisputable fact alone there is a complete case for the American Home Journal, weekly magazine of the Chicago Evening American. An advertisement can be effective only with those who see it—and one in vivid color against the familiar black and white of the conventional newspaper is not likely to go unobserved by many.

And consider that in the case of the American Home Journal the exceptional ability of color to get attention is exerted on the greatest evening newspaper circulation in Chicago. Consider that a substantial element in this circulation cannot be satisfactorily reached through any other newspaper.

Isn't a thorough investigation of the American Home Journal's record and possibilities really essential to a sound advertising job in Chicago?

American Home Journal

WEEKLY Magazine OF THE

CHICAGO EVENING AMERICAN

a good newspaper



No other publication offers—
Localized advertising messages
Localized editorial service
—yet a national medium

CONCENTRATE! LOCALIZE! That is the great tendency of merchandising today.

And in no other national medium can this policy be as effectively applied as in the Standard Farm Paper Unit.

Here is a *national* service of 15 separate non-duplicating publications maintaining 20 strategically-located publication offices.

In each of these 15 different publications the advertiser can run a *different* advertising message, *localized* to the special needs of his different trade territories.

Local copy in a national medium! A number of the largest national advertisers are taking advantage of this localized service.

Each of the 20 publication offices offers unusual facilities to the advertiser for merchandising data and advice based on *local* conditions.

Editorially, each publication in the Standard Farm Paper Unit serves the sectional requirements of its readers in an intimate, practical way, which only a publication with localized circulation can hope to equal.

And each publication is definitely a leader of thought and practice in the state or section or industry it represents.

In the most prosperous farming sections of the United States—the great “pay dirt” regions—the Standard Farm Paper Unit *dominates*. Its A. B. C. circulation of 2,300,000 goes into homes *on farms* where today the income is larger and the purchasing power is greater than it has been in years.

So that you may know the vital facts about “the other half of America’s market,” a comprehensive statistical study of the whole farm market has been compiled by disinterested authorities. This study, “The Marketing Guide” will be presented to interested executives by appointment.

Your sales problem is national—but your dealer’s is always local
The Standard Farm Papers meet both!

Missouri Ruralist
 The American Agriculturist
 The Wisconsin Agriculturist
 The Breeder’s Gazette
 Pennsylvania Farmer

The Prairie Farmer
 Ohio Farmer
 Wallaces’ Farmer
 The Progressive Farmer
 Pacific Rural Press

The Nebraska Farmer
 Kansas Farmer
 The Farmer, St. Paul
 Hoard’s Dairyman
 Michigan Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager
 307 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager
 250 Park Avenue

San Francisco, Kohi Building

The summer months
of the presidential
year are gone —
this combination which
is hard to beat
was beaten by
The Detroit Times
with the greatest
volume of display
advertising lineage
of any June, July
and August in the
history of this paper.

"The Trend is to THE TIMES"

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How Is This Restaurant to Advertise?

Some Points Which Make Its Problem Unique

As Told to Harry Merrill Hitchcock

By Herman Zuch

Manager, Keen's Chop House, New York

K EEN'S CHOP HOUSE, in West Thirty-sixth Street, New York, and PRINTERS' INK are not only near neighbors, separated by only a couple of blocks, but also contemporaries. That same year 1888, which witnessed so many other memorable events, such as the great blizzard, the defeat of Grover Cleveland for the Presidency, and the first appearance of PRINTERS' INK, also saw Keen's Chop House open its doors.

But neighbors though we are, and contemporaries though we have always been, when it comes to advertising we never have been able to make the doctrine which PRINTERS' INK has been preaching so long and with steadily increasing success, fit in with the requirements of our business. It is true that we do a certain amount of advertising, more now than we used to do, and it is possible we may see our way to increase our efforts along this line still further. But—

Suppose, instead of falling back on the old cry, "Our business is different," we try to set down some of the fundamentals in which it really is different, and in so doing perhaps shed a little light not only on our own advertising problem, but on the general class of advertising problems to which ours probably belongs—the advertising problem of the personal-service institution.

Who are the people that eat in restaurants? Why do they eat in restaurants? And how can they be persuaded to eat in our restaurant—that is, a restaurant of a particular and almost unique type? It might as well be admitted that we don't know very much of the answers to any of these questions. Since we have been in business continuously for forty years, and

are still serving our 1,000 to 1,200 meals a day, apparently we know, and always have known, enough of the answer to maintain us in business, and even to carry us successfully through what is probably the most tremendous change in the fundamental conditions of our particular business it ever has experienced—by which I mean prohibition. But we can say a little about that later on.

The immediate point is, that while we may know enough of the answers to those three fundamental business questions to keep our doors open, we don't know, at least as yet, enough about them to enable us to become very large or successful advertisers.

WHO EATS IN RESTAURANTS?

First of all, who are the people that eat in restaurants? It may surprise you to know that, if our experience is any token, at least 75 per cent of them are not residents of the city in which the restaurant they patronize is located. Of course we may not be sufficiently representative for our experience to mean much. Keen's Chop House is, of course, a restaurant with a strongly marked individuality; but then so is every other restaurant that survives.

Few people realize how tremendous is the mortality among restaurants, and how poor and short is the expectation of life in this business. I am not talking about cafeterias and lunchrooms, neither am I talking about speakeasies, nor yet hotels. The kind of place I am talking about—the place whose sole purpose and reason for existence is to supply visitors with good meals, served and to be eaten under pleasant and leisurely conditions, in agreeable and attractive surroundings—simply must develop

a strong individual appeal that transcends the elementary factors of good food, well cooked and served in clean, efficient and appetizing fashion, or it will not survive. It must be also, in one way or another, a show-place.

So, although Keen's is and always has been a show-place, and we deliberately try to keep it such and to make it more so, every other restaurant that has succeeded in surviving prohibition and all the other problems besetting it, has also had to become something of a show-place, too. Each attacks the problem in its own way; but though in details they show the effect of the individual tastes and preferences of their proprietors, the underlying idea is always the same. And how, if at least 75 per cent of your trade is composed of out-of-town people, can you reach them at a cost within your means, by any of the ordinary methods of advertising?

Don't try to answer that one too quickly. For many years we have been trying, by every legitimate ruse we could think of, to secure the names and home addresses of our patrons. We have secured a great many; we have quite a nice-looking mailing list; and the addresses are scattered all over the continent of North America and more thinly, over most of the rest of the world.

A periodical campaign to reach them would be so utterly out of proportion either to our resources or the prospective business that it is ridiculous even to suggest it.

Well, I hear you say brightly, "What's the matter with direct mail to keep you in touch with them all?" That thought also, it must be admitted, had already occurred to us. But after we had tried out some selections from our carefully compiled mailing list, and had secured something like 60 per cent of unclaimed returns from the post office, we didn't feel sufficiently encouraged to go on.

But even more pertinent to this question of advertising is the answer, so far as we know it, to that second query, "Why do people eat in restaurants?" Of course the

answer is, "Because they like to; because they enjoy doing it." Well, you can standardize ginger ale and sandwiches and ice cream and can even come pretty close to standardizing ham and eggs, separately or in combination; but you cannot standardize enjoyment.

Enjoyment is a thing people find for themselves, or at most, tell their best friends about. You can talk about it in advertising—a little, a very little. But you cannot make people enjoy things, or make them believe they enjoy them, by advertising, to any really valuable extent. The most you can do is to remind them of a place which they found enjoyable.

MENUS AS SOUVENIRS

So the largest element in what advertising we do is in the nature of souvenirs—reminders. We design our menus to be souvenirs; encourage people to take them with them, mail copies to any friends whose addresses they care to give us. We always have on hand a supply of other small souvenir articles; post-cards, illustrated booklets and such, and as fast as one is used up I get busy preparing another one.

We never have been able to see much advantage to us, under the circumstances, in periodical advertising, although we advertise regularly in two New York newspapers, which we believe are likely to be read by out-of-town visitors. But the usual little notice in the "Where to Dine" column doesn't appeal to us. We would rather use a sizable bit of space at comparatively infrequent intervals than just be among those present day after day.

When you come right down to it, our best chance for using advertising profitably rests upon the smaller end of our business—the 25 per cent of local, New York patronage, rather than the 75 per cent of tourist business. Naturally we cannot afford to proportion our advertising upon our total business, when most of its influence will be felt in only one-quarter of that total.

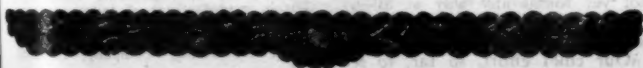
However, that 25 per cent of local business—luncheon and break-



N covering millions of doubtful prospects, to find the thousands who actually will buy, some advertisers are not aware that their most likely prospects have already been segregated, grouped and made available. The members of this group constitute America's acquisitive class—the people with elastic purses and a tyrannical taste for the latest and best. Their purchases, we might add, influence in no small way the buying of the millions . . . and most of them are readers of the Condé Nast Group* . . . Vogue, Vanity Fair and House & Garden.

***450,705** people in the U. S. have incomes of over \$7,000.

363,380 (A. B. C.) class buyers read the Condé Nast Group.



fast business, not to mention banquet, beefsteak dinners and similar special business—is none the less a vital part of our total, and we are constantly trying to increase our efficiency both in appealing to it and in serving it well.

In this part of the business we feel most keenly the peculiar influence of national prohibition. Perhaps I might be permitted to say something about that, not as a contribution to the prohibition controversy, but merely as a statement of the facts as I have seen them regarding the effect of prohibition upon conditions in the restaurant business and the problem of merchandising a restaurant.

Before prohibition the bar and the wine card were in many ways the most important element in the success of the kind of restaurant represented by Keen's Chop House. Not only because they were directly profitable, but because if your bar and your wine card were sufficiently famous, they would constitute about all the advertisement your restaurant needed. People came to eat where they could get the best things to drink, even though the drinking was only incidental to the meal.

But nowadays we are not only deprived of that particular advertisement, but we find ourselves surrounded by a wholly new kind of competition, and one very difficult to counter effectively—the competition of the "speakeasy." Our most successful "speakeasies" have found that they can disguise themselves most effectively as restaurants, eating clubs or the like. Right now there must be at least a half dozen such places within a few blocks of us.

Of course they are of all grades, types and classes; but they are all alike in serving some kind of food with their liquor; and it seems fair to believe that some, at least, of that food represents business that would have come to the legitimate restaurant if the "speakeasy" were not there. It is an annoyance, but seeing that we have not yet found any way at all to cope with it, there is no use saying any more about it.

Our chief effort, so far, to se-

cure our rightful share of local business has been by the use of some simple direct-mail pieces. We have taken it as an assumption that anybody whose address, business or residential, is within five blocks of us in any direction is a prospective patron of Keen's Chop House, at least for an occasional luncheon.

On that assumption we have been building a mailing list that is a bit more accurate and resultful than our out-of-town list; and we have in the last year tried a couple of mailings of our own design and preparation, on this list. We cannot say that we have much conclusive evidence that the results have been profitable; but neither have we any evidence that they have been unprofitable. On the whole, they have probably been sufficient to justify us in continuing on about the same scale as in the past; and that is what we expect to do.

Merchandising restaurant service is very different indeed from merchandising food, either for home consumption or for consumption on the standardized basis of the cafeteria. Quite possibly such establishments as ours are merely survivals, in this mechanical age, of a more spacious and more leisurely day. If so, it would hardly be consistent to expect us to make much use of that powerful merchandising implement of the present time—advertising—which was very little known or used in that older time. None the less, it undeniably has a certain relatively small but assured place in our scheme of things; and we shall continue to use it.

Farm Paper Account for L. Jay Hannah

L. Jay Hannah & Company, Inc., Chicago advertising agency, has been appointed to direct the farm-paper advertising of the National Salesmen's Training Association, of Chicago.

Appoints Pratt-Moore Agency

The Seely Manufacturing Company, Detroit, manufacturer of toilet preparations and flavoring extracts, has placed its advertising account with the Pratt-Moore Advertising Company, of that city.

FOR six years now, more real estate, building and building supply advertising has been appearing regularly in The Detroit Free Press than in both other Detroit newspapers combined.



SUCH a record of leadership could not possibly have been established and *maintained*, without some due proof of cash-register ringing on the part of The Free Press.



SELLING lots on which to build homes—selling homes and the things that go

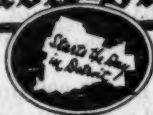
into homes is a most important economic factor in any community. For home owning means *home keeping*, with all its vast attendant array of purchases.



AND here it is significant to observe that 58.8% of the readers of the Free Press in Detroit own their own homes.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

"Famous Feet"

—with a difference. In the large paper the Blue-jay ad footed it on a crowded floor. But in the New York Sunday News it kept company with only one other advertiser. The small page cinched attention, the copy had a better chance to be seen by twice as many readers, and cost only two-thirds as much per ad per thousand readers!



THE New York Sunday News on August 12 had 72 pages, carried 28,934 lines of advertising, and had 1,456,614 circulation. The Blue-jay advertisement filled 224 lines, and—

cost \$2.80 per line (5,000 line contract)
or \$.43 per ad per thousand readers.



FARM WOMEN TO THE FORE!

Farm women are enjoying better homes, swifter and more comfortable transportation to town, and appliances that lighten their labor and give them more leisure.

They do not hesitate to discard old methods and customs, and adopt new and improved ways of doing things.

Manufacturers who wish to build business, not only for today but for tomorrow and the day after, can do no better than to cultivate the rural market controlled by the farm woman.

Advertise directly to her through the medium of her own magazine, **THE FARMER'S WIFE**. It is the only magazine in America published exclusively for farm women.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

Should a Manufacturer Compete with His Customers?

Riding Two Horses At Once Is Admittedly Difficult But It Does Teach One a Great Deal about Horseback Riding

By Henry S. Dennison

President, Dennison Manufacturing Company

IS it good business

- (1) To sell to competitors, or
- (2) To compete with customers?

Here are two questions which most of us, making a quick reply, would answer in the negative. It might seem better for a business man to have as little to do with his competitors as possible. Why should he sell his goods to a man who makes something out of the material purchased and goes out and sells it against the original manufacturer? Or, to turn the question around—how does the customer of the original manufacturer feel when, having converted the material he has purchased, he goes into the market-place with it and finds the manufacturer there beside him with a competing line?

Yet, as we look about, we find plenty of manufacturers selling to competitors and then turning around and competing with their customers; apparently neither is very much disturbed. Here is a maker of standard drugs selling to drug jobbers and retail druggists. The druggists compound prescriptions from the drugs for coughs and colds and pass them out over a counter which contains a proprietary remedy for coughs and colds made by the drug manufacturer.

The manufacturer of rubberized fabrics sells his material to rain-coat makers and at the same time may convert some of it into rain-coats himself and sell them in the open market.

The manufacturer of gummed labels sells the gummed paper upon which the labels are printed to competing label printers.

In the metal trades also, many of the large companies sell the basic material to those who compete with them on fabricated goods.

Using the case of Dennison Manufacturing Company as an example, we are manufacturers of gummed paper and of gummed labels plain and printed. There are in the country specialty printers who buy gummed paper and make from it printed gummed labels. They sell by mail and by salesmen all over the United States. In addition, there are thousands of job printers, one or more of whom are situated in every town and city of any size. All of these job printers will print letterheads, flyers, pamphlets, and gummed labels. So we have Dennison, the manufacturer of gummed paper, competing with the specialty gummed label printers and with the local job printer.

WHAT DOES THE LABEL BUYER WANT?

Now what are the demands of the buyer of labels? He says first—I must have labels which stick well. By making gummed paper which sticks well, Dennison satisfies the customer of the job printer and specialty label printer. The customer also says—I must have a well printed and artistically designed label. By co-operating with printers in suggesting artistic layouts and also in giving hints about the handling of gummed paper, the Dennison company is helping its competitors to satisfy the label user.

When the customer says—I must have the labels quickly—the local printer probably gets the job. So the elements of time, design and quality of printing and paper, as well as price, enter into almost every order. When printers use Dennison's gummed paper they compete with us on papers of like quality. The buyer of the labels considers the four things in which he is interested—quality—design—

delivery—price—and the supplier who best satisfies his demands gets the order.

When, as label makers, we consider the proposition of selling our gummed paper to other label makers, we balance the specific cases in which a purchase of better paper will strengthen their competition with us in labels against the value of the gummed paper business itself, plus the very important raising of the whole level of the gummed label business itself. For it is obvious that those competing with us in labels will not buy material from us unless they can do better than by buying it elsewhere.

This is, on a small scale, the problem of the automobile manufacturers, solved through the Automobile Chamber of Commerce. In the development of the business, it could well have been that one kind of machine by patent would have kept to itself the only satisfactory carbureter; another, the only satisfactory transmission; and so on; so that there would not have been anywhere any completely satisfactory automobile. The best good of the industry was gained by making patents on fair terms available to all, so that all automobiles could be good and, therefore, offer utilities to all people, while some would appeal to the tastes of some and some to others.

Not many, probably, would be found to raise serious objection to selling to competitors. Yet a great many would rise up in indignation at the thought of competing with customers, but the two things are precisely the same, only with different starting points.

The situation of our company can be described in either way and it is a situation now apparently thoroughly satisfactory to those who compete with us in the gummed label business. It might have been harder to arrive at if we had started with gummed paper. Yet there are many ways in which being in the label business has made it possible for us to give constantly better service in the gummed paper business.

For its value in critical knowl-

edge and suggestiveness, nothing quite takes the place of using one's own goods. Our label department acts as a highly critical customer right on the ground and helps and incites us to spend money and effort on improvements. Being label printers gives us a chance to give our gummed paper customers practical hints and, in some cases, practical assistance which we would not otherwise be qualified to give and helps us in the development of the raw material to highly practical and valuable qualities in use.

It is not to be denied that riding two horses is difficult but it surely does teach one a lot about horseback riding. When one sells to one's competitors, the nicest adjustment of conditions of sale are necessary. Crowding or slackness in the least degree bring prompt penalties. When one is competing with one's customers, conditions of sale must in similar fashion be such as to bear the light of reason.

Under such circumstances, a somewhat broader and more tolerant attitude in competition tends to develop. It no longer seems as if somehow or other competition were a bit unfair. Its reasonableness shows up and its constructive possibilities. An attitude of sportsmanship is encouraged, in which the pressing desire to win at any cost becomes modified by the willingness to be limited by some rules of the game. Unlimited competition pulls down, while competition within the rules of the game constantly builds up. That, in fact, is what the rules of the game are for.

Soap Account to Heintz & Robertson

The Los Angeles Soap Company, Los Angeles, Mission Bell and White King soaps, has appointed the Heintz & Robertson Advertising Agency, of that city, to direct its advertising account.

Purchases "Oriental Rug Magazine"

The *Oriental Rug Magazine*, New York, has been purchased by the Chalmers Publishing Company, of that city. G. H. Faufel, publishers' representative, will continue as representative.

Many advertising men and women find it easier, more economical and more effective to deal with printers whose experience has been mostly with advertisers. The salesmen who represent the Charles Francis Press have had much advertising experience, and these men are backed by ample equipment for any assignment. The address is Printing Crafts Building, 461 Eighth Avenue, New York, N. Y.

Wanted: A Definition of "Selling"

Advertising Men Have Been Eloquent in Their Efforts to Define "Advertising"—What Has the Salesman to Say for Himself?

OHIO BRASS COMPANY
MANSFIELD, OHIO

Editor of PRINTERS' INK:

It seems likely that in your long connection with the field of sales activity, you have come upon all the various definitions of the term "selling" which have been presented.

Therefore, the thought occurs that you probably have on tap the best definition which is available. I will appreciate it very much if you will be kind enough to define the term for me.

GLENN H. EDDY,
Manager, Advertising Department.

ABOUT a year ago, F. R. A. Feland, writing in PRINTERS' INK on "Is 'Selling' an Illusion?" said: "I turned to my dictionary (Webster's Revised Unabridged) and found no such word (salesmanship) there. It was not in the 'Century' and not in the 'Century Supplement.' There was, however, an incidental definition of 'Salesmanship' in 'Funk & Wagnalls' Practical Standard Dictionary.' There 'Salesmanship' was defined as 'the art of selling.'"

In a following article entitled "Selling an Illusion? Tut! Tut!" Thomas L. Masson said: "In a recent intelligent and interesting article, F. R. Feland suggests that after all selling may be an illusion and smokes out the word *salesmanship*, which he declares is not in Webster's Dictionary (although it is, and also in the Oxford, followed by 'skill in finding customers') and wonders whether after all it isn't largely a question of 'Demand.'"

Webster's Collegiate Dictionary defines *salesmanship* as the "art or skill of a salesman." Funk & Wagnalls' New Standard Dictionary defines *salesman* as "a man who sells goods in a shop or store, or by canvassing," but gives *salesmanship* no definition.

So much for dictionary definitions. As the terms are generally used in business today, *salesmanship* applies to the sales-making ability or methods of the salesman; *sales* refers to orders received or taken, or the total of such orders in number, weight or

dollars and cents; and *selling* is used to designate the marketing or merchandising function of the business.

Definitions of the terms *merchandising* and *selling* were given in an article entitled, "Is There Any Difference Between Merchandising and Selling?" which appeared in PRINTERS' INK of December 15, 1927, as follows:

Merchandising: A function which comprises co-ordination of the sale and the manufacture of goods to be sold; determination of varieties, qualities and quantities of items; determination of markets and trade channels; determination of list prices.

Selling: A function which comprises arrangement of territories, the selection, training, direction and supervision of salesmen; the arrangement and carrying out of sales campaigns.

It is as difficult to frame a general definition of selling as it is of advertising. There are scores of specific definitions of both. Selling, when it is regarded as a function of business, requires special qualification in almost every field—industrial, agricultural, mail order, retail, house-to-house. Likewise, personal salesmanship needs qualification in every field. The kind of personal salesmanship that would be successful in selling industrial insurance to factory workers would probably be ineffectual in selling piece goods to department store buyers. Every form of selling is traceable to one source, and that is that a sale is an exchange of property or service for money or its equivalent. Whether the demand which ends in a sale originates in the buyer or is inspired in him by the seller will be as forever interesting as a subject for discussion as the age-old question of which came first, the chicken or the egg.—[Ed. PRINTERS' INK.]

Buys Cairo, Ill., "Bulletin"

George B. Walker, president of the Walker-O'Keefe Printing Company, Cairo, Ill., has purchased the Cairo Bulletin. From 1890 to 1903, Mr. Walker was owner of the paper.

A BUSINESS EDITORIAL

WANT ~ the Empire Builder ~ ~ ~

PROSPERITY in American industry is founded on the wants of American consumers. Yet many of the things consumers will buy to-morrow they have no idea of wanting today.

Desire will come—after they have read and believe the story of your product. Desire will urge them into your dealers' stores—after advertising has acquainted them with the merits of the goods you offer.

Literally, successful manufacturers and sales executives are actually telling people what they want—through advertising.

Interpreted to Jacksonville, the wants of wage-earners in some 500 active manufacturing plants are both aroused and satisfied through the spending power the "just folks" in this busy city of 150,000 population.

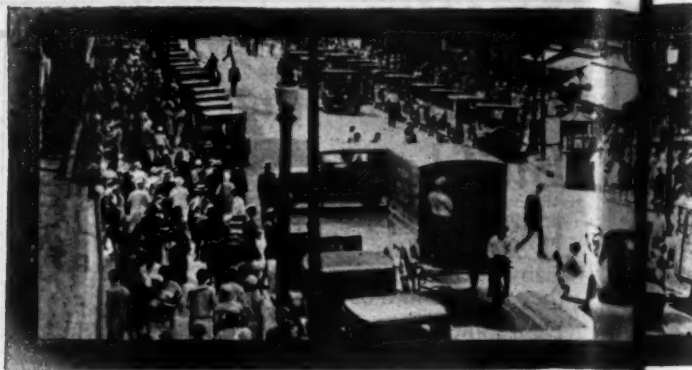
But to share in this spending power, of course, you must tell your story. The proven way of reaching wage-spenders and influencing their wants is through advertising seven days a week in Florida's greatest newspaper—because the Times-Union is a welcome daily visitor in 27,000 homes in Jacksonville.



*You can not only cover Jacksonville
but secure state-wide reader accept-
ance besides through advertising in*

The Florida Times-Union

JACKSONVILLE, FLA.



THE SUNPAPERS

(in Baltimore)

GAINED
590,223 lines

of local display advertising in
the first 7 months of 1928
over the same period of 1927

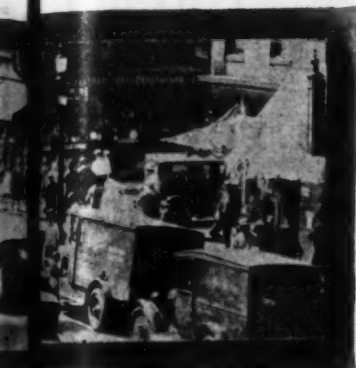
CIRCULATION

(Daily M & E)

July 1928, 283,034 July 1927, 248,769

GAIN 34,269

TH
MORN
JOE
Grocery B
C. G
First



Business is good in Baltimore

Department stores have the surest, fastest, most reliable check on the value of the space they buy. Neither sentiment nor theory plays any part in the planning of department store advertising. That explains why of all the department store advertising in Baltimore papers, The Sunpapers carry 72%.

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Jewelry Bank Bldg., 110 N. 42nd St.
New York

C. GEORGE KROGNES
First National Bank Bldg.
San Francisco

GUY S. OSBORN
360 N. Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bldg., Detroit
A. D. GRANT
Constitution Bldg., Atlanta, Ga.

LIBERTY

now second in revenue in the weekly field!

IN two years LIBERTY became second in advertising lineage among all general and women's magazines. During 1928, it has become second in revenue in the weekly field—passing the Literary Digest for the first 6 months of the year.

Gross Advertising Revenue*

First 6 months 1928

LIBERTY	\$4,369,495
Literary Digest	4,183,178
LIBERTY'S lead	\$ 186,317

*Figures from Publishers' Information Bureau

LIBERTY is logically the base magazine for any national advertiser because it has the greatest percentage of coverage in the primary markets of America.

Liberty

A Weekly for Everybody

Now
over 1,500,000
average net paid
circulation guaranteed... For 1929,
a larger circulation and no
increase in advertising rates.

Initial Failure Turned This Product into a Success

Because Rumidor Failed When First Introduced, It Changed Its Form and Found a Better and Bigger Market

By Roland Cole

THAT the sales possibilities of an article of merchandise do not always lie within that article's immediate field, but are often in other and remoter fields, is vividly exemplified in the interesting story of Rumidor. Here is an article which was first looked upon by its owners as a tobacconist's accessory—a moistener for cigars, cigarettes and tobacco. An excellent article for the purpose, nevertheless it failed of recognition and general adoption. Changing the product from an article in itself to an entirely different kind of product with the original product included as an accessory, created a new and wider market. Halfway success of the new product in the new market led to the discovery of a still greater market and larger success both in volume of sales and extent of distribution before any money had been spent in advertising.

About a year ago a chemist discovered or invented a preparation for moistening tobacco, which he called "Rumidor." It was made from rum and solidified by a patented process under permit of the Bureau of Prohibition. It evaporates like liquid rum, enters the pores of tobacco, keeps it fresh and moist and brings out its natural flavor.

At first, the inventor saw no

further than putting up his tobacco moistener in a neat container and selling it to tobacco dealers for keeping their stocks fresh and prime. A few packages of Rumidor scattered about a

dealer's display case would keep the open boxes of cigars from drying out. Dealers might also sell Rumidor to customers, who could put a package of it in a cigar box, or in a humidor of cigars or smoking tobacco.

As a means of introducing Rumidor to the tobacco trade, the inventor exhibited it at the 1927 New York tobacco show. A few sales were made to consumers, but dealers showed very little interest in it. Further effort to bring it before the attention of the trade proved discouraging, though putting it into the hands of consumers always brought forth expressions of satisfaction. Successful from the individual consumer's point of

view, it promised no future as an article of merchandise to be sold through the retail tobacconist. And that was that.

The merchandising failure of Rumidor, as a product by itself, led the owners to investigate the market on humidors. This disclosed the fact that the term *humidor* as a contrivance for humidifying tobacco, was more or less



ADVERTISING WAS NOT ATTEMPTED UNTIL DISTRIBUTION HAD BEEN SECURED

of a plesantry. So-called humidors, of every size, shape, color and kind of material, glutted the market. Many were of no practical value. The owners of Rumidor, therefore, determined to put out a humidor of their own, to be known as the Rumidor Humidor.

Two sizes were made at first, small and large, and a third size, medium, added later. A fourth size is being brought out as this article goes to press. All are made in three materials, solid copper, or bronze, or chromium, and are finished in four standard styles of leather and many special leathers. In the top of the cover, which fits snugly, is a small compartment for holding the Rumidor, equipped with a valve-like arrangement for controlling the rate of evaporation, adjusted by turning a knob on the cover. Retail prices run from \$3.50 to \$10 for standard models, and from \$12.50 to \$125 for special models. Extra packages of Rumidor—"Rumidor Refills"—sell for 25 cents. A package of Rumidor lasts from six to ten weeks. This end of the business promises to run into a considerable sales volume.

A unique merchandising situation confronted the company. Rumidor, the moistening agent, had already proved its value. It was a success. But the market was filled with humidors which were attractively made but which nobody much expected to work. The tobacco-consuming public had grown accustomed to the idea of humidors for looks merely. There was a mild dependable demand for humidors for looks' sake, but hardly a ripple of demand for humidors that worked.

The Rumidor Corporation felt that it had a big thing but that it could not be put over as a dealers' item by means of the ordinary methods of distribution. While it was not high priced as a "gift" article, it was rather high priced as a utility article. The company was therefore unable to tell in advance in just which class of retail outlets it would sell best. It decided, consequently, to introduce it in the New York market first for three

reasons: First, the market being close at hand offered opportunity for near-at-hand observation. Second, in the metropolitan district are stores of every price and style level with opportunities for experiment and comparison. Third, success in New York would create a certain prestige that would be of great value in spreading distribution throughout the country.

A DIFFICULT MARKET

Without advertising, and with but one sales representative, the company started in the fall of 1927 to sell Rumidor Humidors in a difficult market—the quality stores of New York. There was only one reason why it attempted to do a job like this without advertising, viz., the company did not feel warranted in appropriating money for advertising before representative distribution was achieved.

Probably the most interesting feature of this story, to others confronted with a similar problem, is that the Rumidor Corporation had a preconceived notion that because its product was a smokers' article, its biggest sale would be over retail cigar counters. This idea was so deep-rooted that right from the start the company went out to interest one of the big tobacco companies in a contract for a large quantity which would permit the retailer, purchasing his Rumidors along with his tobacco, to offer the consumer a combination deal. The tobacco company showed but little interest at first. Later, it placed a test order for several hundred Rumidors. The securing of this test order, after weeks of waiting, was a joyous event; the results of it, in the trade, spread consternation. Retailers to whom the Rumidor company had sold Rumidors immediately wanted to return their unsold stocks when they heard of the "combination deal." The selling job on these regular retailers had to be done all over again in order to make them see that the combination deal was "selling promotion" which would go toward stimulating demand for Rumidors at all retail counters. Both jobs

NATION'S BUSINESS

B. F. Affleck, Pres.
Universal Portland Cement Co.
210 S. LaSalle St.
Chicago, Ill.

"I read NATION'S BUSINESS regularly because from it I get information and opinions based on facts and sound judgment."

B. F. Affleck, President,
Universal Portland Cement Company, Chicago

SEPTEMBER, 1928

Governor Smith
on Business
and Government
as told to E. C. Hill

Herbert Hoover's
Business Philosophy
By James L. Wright



MORE THAN A QUARTER MILLION CIRCULATION

were successful. The test campaign of the tobacco company resulted in a contract order for several thousand Rumidors, for delivery on specified dates during the fall. Retailers who purchased direct, seeing the value of this special deal, sold their stocks and reordered.

One of the big surprises of the sales campaign on retailers has been the success of Rumidor with retailers who are not tobaccoconists. Among the quality stores in New York that are selling Rumidors successfully are retail jewelers, sporting goods stores, haberdashers, dealers in high-grade men's clothing, exclusive women's wear stores, and department stores. Women have proved to be buyers of Rumidors, for cigarettes, in large numbers. A specialty shop near Fifth Avenue and 42 Street, handling soaps and toilet preparations exclusively, has been very successful with Rumidors. Another high-grade men's clothing establishment, because of its success with Rumidor, put in a smokers' accessories department. A leading Fifth Avenue jeweler has placed orders for Rumidors made of sterling silver which will retail at \$125 a piece.

Rumidor has been a good seller with quality retail tobaccoconists. Quality shops along Fifth Avenue, hotels, men's clubs and luncheon clubs have been very successful with it.

WHAT HAPPENED TO A RUMIDOR WINDOW DISPLAY

The company had an interesting experience with a centrally located store of one of the drug chains. The manager of this store placed an order for a quantity of Rumidors and agreed to give over one of his windows for a display. The window attracted a great deal of attention but made no sales to speak of. Yet for ten days people in crowds watched the window with what appeared to be the greatest interest. This interest continued in such fashion that the manager of the store was disinclined to take the display out even though no sales to speak of were made.

At length the company, with the help of outside counsel, studied the window and discovered that most of the lookers at the window were women, and that the Rumidors because of their shape were taken to be receptacles for face powder. And holders for face powder at \$3.50 and up led to no sales. So out came the window. After a ten-day interval it was put back in again with new signs and every Rumidor filled with cigars, cigarettes, or tobacco. The window attracted almost as much attention as it did before and the Rumidors began to sell at the rate of two or three a day. Sales were so satisfactory at the end of the display that, because of them, the company has now closed contracts with two of New York's largest drug store chains.

As a result of the sales campaign in New York, orders came in from other cities. By the end of the fall season of 1927, 90 per cent of the Rumidors sold were sold in New York. Ten per cent were sold in other cities. Today, ten months after Rumidor was put on the market, sales are about fifty-fifty between New York and the rest of the country.

In July the company published its first advertisement in a New York periodical, entitled, "Rumidor, The New Way to keep your smokes fresh with genuine 12 year old Rum!" This advertisement occupied two-thirds of a page, or two columns up and down. Copy read as follows:

Why not enjoy the original fresh flavor of your favorite smokes no matter how long they last you? Why let their subtle distinction diminish when you can keep them fresh and moist right up to the second of smoking?

At last a scientifically constructed humidor that supplies just the right amount of moisture all the time. The RUMIDOR, this new and entirely different humidor, is moistened by genuine 12 Year Old Rum, solidified by a patented process.

With dry air kept out and flavor kept in, the RUMIDOR will hold your smokes in prime condition. No more dry, stringy cigarettes; split, cracked cigars; dry, dusty pipe tobaccos or smokes ruined by salt air.

Three models—three metals and many genuine leathers. Little wonder that Rumidors are the talk of the better clubs and shops—of smokers who know



Telling the World — on 5,000 watts —

Auburn and the city of Birmingham are cooperating in the erection of WAPI, a 5,000 watt radio broadcasting station, in Birmingham. Many leased wires throughout the state and national hookups will bring the finest of radio entertainment and information to the greatest industrial market of the South. This new station will be on the air about November 1.

Invitation The Alabama Radio
and Electrical Exposition
October 23-27 Municipal Auditorium

The Birmingham News

AND AGE-HERALD

The South's Greatest Newspaper

OWNERS

National Representatives
KELLY SMITH COMPANY

New York Chicago Boston Philadelphia Atlanta



NEWSPAPER

BELIEVED IN

**HAS CREATED
THIS MARKET
OPPORTUNITY**

IN the Philadelphia market, of six hundred thousand homes, The Bulletin has a daily circulation of more than half a million copies.

A study of The Bulletin—of its great circulation—proves certain things of interest to advertisers.

It proves that Philadelphians are careful readers; thoughtful, serious readers.

It proves that care with the printed word . . . moderation . . . is the way to their confidence.

The Bulletin's circulation proves these things—

—Because it is not a newspaper that deals in sensations, runs contests, gives premiums.

—Because, in all its history, The Bulletin never bid for any but readers who appreciate a fine newspaper!

The growth of The Bulletin, from a few thou-

Th

New York Office
Chicago Office

Copyright,



The Bulletin's circulation covers Philadelphia's business leaders. There are more than 166,000 owners and executives—allowing three or more to each of 55,565 business establishments excluding small shops. (Figures compiled by City Statistician.) They control the business buying. Small circulation cannot cover them.

BY A GREAT PEOPLE

sand to more than half a million copies daily, is a growth of thirty-three years:

The sure, steady, solid growth of a carefully-made newspaper!

Growing, until now The Bulletin is read in nearly every home—is by far the largest newspaper in Philadelphia, one of the great newspapers of America!

By service to this people; by making a newspaper consistent with Philadelphia's own standards, The Bulletin has created this opportunity for advertisers:

The coverage of America's third largest market with one paper and at one advertising cost!

Analyze the Philadelphia Market and The Bulletin from every standpoint: Buying power, coverage, advertising cost, sales potential and costs of distribution. Compare the opportunity with that of any other market.

The Bulletin's own sales plan is simple in idea. It is to make a newspaper so typical of Philadelphia as to be almost indispensable in every Philadelphia home. The results are shown by The Evening Bulletin's daily average net paid sale of 549,148 copies.

The Evening Bulletin

City Hall Square

PHILADELPHIA

New York Office: 247 Park Avenue
Chicago Office: 333 N. Michigan Avenue

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

Copyright, 1928, Bulletin Co.

Color Pages

At Lower Cost Than Ever Before

Now available in these three leading quality magazines to sell the richest family market in America.

Perfect Results in Four Colors on special coated stock. Price, beginning January \$2000. For two colors on special stock, \$1700.

Circulation 350,000 Net Paid and Guaranteed.

ATLANTIC
MONTHLY

HARPERS
MAGAZINE

SCRIBNER'S
MAGAZINE

THE QUALITY THREE

Headquarters: 597 Fifth Ave., New York

Chicago: 30 No. Michigan Ave. Boston: 8 Arlington Street

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their smokes. The Rumidor Corporation, 501 Fifth Avenue, New York.

Following the copy was a photograph of two Rumidors with cut-away sides to show the interior of the larger one holding cigars, and the smaller holding cigarettes. A side caption reads, "No more dried out smokes."

The first advertisement appeared on July 21. This is being followed by other similar advertisements, in two-thirds and half pages—two insertions a month up to and including June, 1929. Other advertising in rotogravure sections of metropolitan newspapers is contemplated during the coming fall and winter season.

A mailing piece, made up to resemble the cover and format of the periodical in which the advertisements are now running, made with eight pages, is being used for circularizing and follow-up on dealer inquiries. Other literature includes miniature cutouts of Rumidors, in colors, for consumer distribution, instruction leaflets packed in each Rumidor, dealer display cards in eight colors, and a refill carton of striking design for use on dealers' counters and in windows.

Besides sales representatives in New York, two salesmen are now on the road calling on distributors in larger cities.

S. M. Masse Joins The House of Hubbell

S. M. Masse, president of the S. M. Masse Company, Cleveland advertising agency, has joined The House of Hubbell, Inc., advertising agency of that city, as vice-president and director. The advertising clients of S. M. Masse and associates will be served through The House of Hubbell, Inc., agency.

F. W. Wonders, vice-president of the S. M. Masse Company, has also joined the Hubbell agency as an account executive.

Gordon Stewart, Vice-President, Comrie Agency

Gordon Stewart, formerly with the Chicago office of the McGraw-Hill Publishing Company, Inc., and, at one time, with the MotoMeter Company, Inc., Long Island City, N. Y., has joined the Frank M. Comrie Company, Chicago advertising agency, as vice-president.

Wilbur Eickelberg with "Smart Set"

Wilbur Eickelberg, recently with the Western advertising staff of *True Story*, has been appointed Western advertising manager of *Smart Set*, with headquarters at Chicago. He was formerly Western manager of the *American Legion Monthly*.

David Crimmins, formerly space buyer for The Newell-Emmett Company, Inc., New York, and Charles Dudrap, formerly with the *Motion Picture Magazine*, have joined the Eastern sales staff of *Smart Set*.

H. F. Kulas, Vice-President, Midland Steel Products

Howard F. Kulas has been appointed vice-president with supervision of sales of the Midland Steel Products Company, Cleveland. He has been secretary in charge of production and manufacturing in the Cleveland division since the company was formed in 1923. Mr. Kulas will be assisted by J. E. Maloney, who succeeds W. G. Langdon, resigned, as general sales manager.

R. L. Yearwood Joins Texas Agency

Ralph L. Yearwood, recently with the Chicago Heights, Ill., *Star*, has been made vice-president of the James Advertising Agency, Inc., Mercedes, Tex. He was, at one time, in the advertising department of the *Mercedes News*. W. D. Chadick, has also been elected a vice-president of the James agency.

H. & J. Stevens Agency Incorporates

The H. & J. Stevens Company, Grand Rapids advertising agency, heretofore conducted as a co-partnership, has been incorporated. Officers of the company are Joe Stevens, Jr., president; Stanley W. Foran, vice-president; Marvin C. Lindeman, secretary, and John C. Stevens, treasurer.

Joins Insurance Research and Review Service

Paul J. Bailey has been appointed manager of the sales promotion and advertising department of the Insurance Research and Review Service, Indianapolis, insurance agents' service. He formerly was engaged in a similar capacity in the automotive field.

G. F. Bauer with Brooke, Smith & French

G. F. Bauer, formerly assistant advertising manager of the Peoples Outfitting Company, Detroit, has joined the copy staff of Brooke, Smith & French, Inc., Detroit advertising agency.

When Advertised Claims Sound Too Good to Be True

Business-Paper Campaign on Hornac Makes Extraordinary Claims Believable by Telling Readers They Wouldn't Believe Them

By Oscar DeCamp

TELL a man that you cannot give him certain information because if you did, he wouldn't believe it anyway, and you arouse his curiosity.

The A. C. Horn Company has succeeded in doing this in a business-paper campaign on Hornac, "The Violet-Ray Snubber Paint." An advertisement in the July issues of publications reaching painters and paint dealers is entitled, "Why the Truth Can't Be Told About Hornac, the Violet-Ray Snubber Paint."

The copy begins with the following paragraph:

Honest, folks, if we should tell you the things that Hornac, the Violet-Ray Snubber Paint will do, you just wouldn't believe it.

This is followed by five numbered paragraphs in each of which a definite claim is made subjunctively, followed by a quoted expression of disbelief. For example, the first of these numbered paragraphs reads:

If we should tell you that two coats of Hornac would cover better than three of any other white paint, bar none, you'd say: "Old stuff. Others have claimed the same thing, and couldn't get away with it."

It is interesting to note that the claim is one which has been worn threadbare in paint advertising and retail selling and that if it had been stated declaratively in an advertisement, no reader would give it a thought one way or another. As it is, the reader's attention passes over the claim to the expression of disbelief in it, where

it rests with more or less satisfaction because the reader's opinion probably agrees with the quoted answer.

The second numbered paragraph states the second claim in the same manner:

Why The Truth
Can't Be Told About

HORNAC

The Violet-Ray Snubber Paint



"This really can't be told, simply because you wouldn't believe it. After we had told you all the things we knew Hornac will do, that other paint dealer would just throw your customer and say:

"It's too good, to be good."

Isn't it so, however, that you can do the best one for everything in the paint line that will do a better job, in less time and with less material? "Told you" you really, don't know as I am an honest fellow telling you the truth. When I come to

do it all over." "The whole world is sure and

"What is it makes your sales increase? Isn't it true that by selling increased quantities at a decreased cost? These figures you can do both these things, and still make money. Wouldn't it seem as if you had found the answer you have been looking for?"

All right then, there's Hornac. It will do all three of these things.

So you going down somewhere here—wouldn't read them if we did. The law's when you come to do it just such.

Send us once for the Hornac book. It really overstates Hornac's. Why it does what it does. Along with it will come that most useful Hornac card, so you can use for yourself.

Check the coupon below. All this and get it free.

A. C. Horn Company
Long Island City, New York

Branches: Philadelphia Pittsburgh Chicago St. Louis Houston Los Angeles

A. C. HORN CO., Long Island City, N. Y.

If even half of what you claim for Hornac is so, I want to know more about it. Send me the Hornac Book and free try-out set.

Name _____

Address _____

EVEN THE MOST SKEPTICAL PAINTER IS LIKELY TO BELIEVE THE HORNAC STATEMENTS BECAUSE OF THE WAY THEY ARE PRESENTED

If we should say that Hornac spreads at least 30% farther than others, you'd say: "Every paint maker claims that. It's bunk."

By this time it is almost certain that the reader will have his curiosity thoroughly aroused as to what other claims are to be made for Hornac. This curiosity carries him through the next three paragraphs:

58

More Than
200,000
Daily

Los Angeles Examiner

More Than
440,000
Sunday

"Greatest Salesman in the West"

5c. DAILY

AUGUST 30, 1928

10c. SUNDAY

LOS ANGELES SECOND CITY IN POINT OF BANK SAVINGS

NEW YORK ONLY ONE TO HIT HIGHER MARK

THERE is only one city in the United States of America that has more money deposited in savings accounts than Los Angeles, and that city is New York, with nearly 10 times Los Angeles' population!

As of January 1, 1928, \$695,415,-411 was on deposit in Los Angeles savings accounts. This was almost \$1,000,000 more than in Chicago, a city three times as large as Los Angeles.

One Los Angeles bank alone has more savings on deposit at its head office than the savings in ALL THE BANKS OF ST. LOUIS COMBINED!

During the last 4 years the savings totals in Los Angeles have averaged 13.7% annual increase. In New York, the only large city approaching this figure, the average increase for the same period has been 8.3%.

Advertise your merchandise where people have money and can afford to buy what you have to sell!

BULL MARKET!

THE first six months of 1928 have set down figures of phenomenal prosperity in Los Angeles, while most other territories have slowed down.

Bank clearings topped 5 BILLIONS, greatest record in Los Angeles history.

Stock exchange transactions were almost 3 times the previous high point.

Post office receipts beat 1927's first half-year by nearly \$300,000.

ExamineRegion



WITHIN the boundary indicated above by a broken line, dwell the world's richest people, according to every authoritative and impartial survey made. They average \$1,107 per year per person in income, or better than \$4,000 to the family; and the Dartnell Quality Index rates them at 327, using 100 as a normal level. That is far above any other Dartnell rating.

That black line indicates something else: The territory in which Los Angeles department stores make deliveries every day. All circulation in that area, which we call the Examine-Region, may justifiably, therefore, be called City Circulation, irrespective of other arbitrary definitions.

In that area, 80 out of every 100 families read The Sunday Examiner, and nearly 7 out of every 10 daily Examiners delivered therein, or thrown on front porches by carrier boys!

If we should say that, for some reason, we don't know exactly why, dust clings less to its surface when freshly used, you'd say: "If it was so, it would be a great paint for blowy days. But heck, how can it be so?"

If we should say that Hornac stands up better than others, when used on dewy or dampish surfaces, you'd say: "It's all bosh. Water and oil won't mix, and that's all there is to it."

If we should say that Hornac, because of the use of a number of special pigments, holds back the destructive Ultra-Violet Rays of the sun, just like ordinary window glass does, and so makes the oil hold up fully a third longer, you'd say: "Well, of all the hot air, will you listen to that? If this Hornac what-ever-it-is, will do all those things, it ought to be put up in gold-lined cans and put on with solid silver handle brushes."

Here are five claims most of which painters, to whom this advertisement is addressed, have heard so many times in so many different forms that they have come to let them pass unchallenged. It is the challenging of them in the advertisement that arouses the reader's interest. And that interest is linked to a hope in the painter's mind that maybe, some day, a paint manufacturer will be able to make a paint of which all these claims will be true.

To such a painter comes this advertisement of the A. C. Horn Company. While the claims listed in it are not directly made for Hornac, the expression of doubt which follows each claim suggests that the claims might be true in the case of Hornac. It is the suggestion that makes the claims, should they all be true of this particular product, seem extraordinary. To clinch that thought, the advertisement concludes:

To all of which we simply reply, we don't blame you a bit for not believing all the things Hornac will do. It sounds too good to be true. But when you stop to think it over, could an old established firm like A. C. Horn afford to make such claims if they couldn't be backed up with the goods? Could A. C. Horn afford to risk their reputation on Hornac's falling down, when they have some 40 other products that have always stood up?

Just think that over. And while you are doing it, fill in the coupon below and mail it to us, and we'll send you a book on Hornac, telling what it does and why it does it. Also a goodly size try-out can of Hornac itself. Stick your brush in it. Try it out. See for yourself.

This is the way the proposition was presented to the painter. To the paint dealer the advertisement bore the same heading as the one just quoted. The copy began:

The truth can't be told, simply because you wouldn't believe it. After we had told you all the things we know Hornac will do, that other points don't, you would just shrug your shoulders and say:

"It's too good, to be good."

Instead of discussing the quality performance of the product from this point, the advertisement swings into a consideration of store profits on sales.

These two advertisements are part of a campaign now running in periodicals in the paint field reaching painters and paint dealers. The first advertisement was a two-page spread which appeared in June, announcing Hornac as a product of the A. C. Horn Company, and offering a free booklet in a coupon. The July advertisement, which I have quoted almost in full, offered a booklet and a free try-out can. A third advertisement appears in August issues in which a coupon offers the booklet and invites an order for a five-gallon can of Hornac or six one-gallon cans at special prices. The August advertisement is entitled, "Do You Believe Hornac, The Violet-Ray Snubber Paint, Will Do This?" The copy consists of three questions all beginning, "Do you believe?", and leading to the thought that these claims, if true, had better be investigated by the reader which he can do by sending for the booklet on Hornac. Inquiries from the July advertisement were greatly in excess of inquiries from the others.

The booklet offered in the advertisements is entitled, "Hornac, The Violet-Ray Snubber." The history of the development of Hornac is described in detail with photographic reproductions of pigments and other scientific exhibits, all set forth convincingly in support of the claims made in the advertising. A short history of the Horn company, and directions for using Hornac, are interesting features of the book.



National Grocery Advertisers are using more space in The Examiner

—than in any other San Francisco newspaper. An average daily circulation of some 100,000 in excess of the next paper, is the logical reason for The Examiner's leadership in National Grocery Advertising.

According to the rule that consistent lineage leadership means continued and greater advertising results, the 32,125 line excess of The Examiner over the second paper—evenings—in "Groceries" (First 7 months, 1928) speaks for itself. The Examiner's excess over its only morning competitor was 250,795 lines.

For the first 7 months of 1928, The Examiner led all San Francisco papers in these 19 National Advertising Classifications:

Automotive
Building Materials
Electrical Appliances
& Supplies
Footwear
Furniture & House
Appliances
Groceries
Heating & Plumbing
Insurance

Jewelry
Medical
Men's Wear
Miscellaneous
Musical Instruments
Office Equipment
Publications
Radio
Sporting Goods
Tobacco
Toilet Requisites

San Francisco Examiner

FIFTH IN NATIONAL ADVERTISING
LINEAGE AMONG U.S. NEWSPAPERS

Daily, 186,890

Sunday, 368,928

35 MILES How fast

"APPROVED"—the new market book of northeastern Ohio—will tell you the average speed. Write for a copy.

Thirty miles an hour is fair average driving time for sane chauffeurs in northern Ohio. Thirty-five miles is the air line distance from the rim of The TRUE Cleveland Market to the center—over an hour's steady driving. How often do you suppose people living *even in this small and restricted area* drive to Cleveland to do their shopping?

And, if people who are logically citizens of The TRUE Cleveland Market do most of their buying in the neighborhood centers of the Market, what little possibility there is that people living *outside* the market ever come to Cleveland to buy!

**The Press
is the
First
Advertising
Buy in
Cleveland**

No. 13
**Jewelry
Advertising**

In 1927 the 6-day
Press published 57%
of all the Jewelry
advertising in Cleve-
land newspapers.

With great cities such as Akron, Youngstown, Ashtabula, Canton, Sandusky and many, many others close by, within just a few minutes drive, how foolish it is to suppose that the people of these



The True is 35 miles; the newspaper

cities and to Cleveland don't buy advertising read local advertising

This proved which gives this section authority as a 35-

The Cleveland Press

Detroit • Atlanta
San Francisco

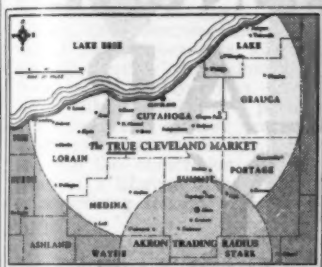
NATIONAL ADVERTISING
230 Park Avenue, New York

FIRST ADVERTISING

SING
N. Michigan
U Y

LES!

How fast can YOU drive it?



The True Cleveland Market (pictured above) is 35 miles in radius, 1,525,000 in population; the only market in which Cleveland newspaper advertising functions profitably.

Some of the important information compiled in "Approved": Market maps of the entire state of Ohio, latest population statistics for all important cities, tables showing number of retail and wholesale outlets. Complete break-down of all northern Ohio market areas, maps showing these areas, and industrial statistics for all principal cities. Facts about per capita wealth, potential buying power, automobile registrations, new and heretofore undeveloped figures that will be useful and extremely valuable to all space buyers, sales, and advertising managers.

cities and their suburbs spend hours and hours in driving to Cleveland to get what can be bought at home. If they don't buy in Cleveland stores they are not interested in local advertising in Cleveland newspapers. And, if they don't read local advertising, they will not then, read national advertising.

This is one of the facts printed and proved in "Approved", the new market analysis of northeastern Ohio, which gives a complete break-down of the trading areas of this section and reports the findings of the innumerable authorities who have defined The TRUE Cleveland Market as a 35-mile radius, 1,525,000 in population.

Press



First in
Cleveland

SING DEPARTMENT
N. Michigan Blvd., Chicago

Seattle • Portland
Los Angeles

SCRIPPS-HOWARD

U Y I N C L E V E L A N D

AUGUST 15 NEW ORLEANS' EIGHTH ANNUAL DOLLAR DAY

Sets a new mark for one day sales records in New Orleans. Dollar Day advertisers, as usual, placed most of their advertising in The Times-Picayune.

Here's the record:

	TIMES-PICAYUNE	2ND PAPER	5RD	4TH
No. ADVERTISERS	89	33	23	29
No. LINES USED	66,551	21,252	15,812	12,254

The New Orleans Market is
The Times-Picayune's Own!

The Times-Picayune
In New Orleans

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child
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Gold
Fairy
Clean
Little
Maid
Sunny
sudden
to the
charac

Copy Slants

VIII—The Copy Style

By Robert Tinsman

President, Federal Advertising Agency, Inc.

[EDITORIAL NOTE: This is the final instalment of Mr. Tinsman's series of "Copy Slants" articles, the first of which appeared in the July 12 issue.]

ONE of the greatest Old-Time advertising managers, "Pop" Wilson, then directing the destinies of *The Cosmopolitan*, told me that all "leading" magazines had their cycles of seven-year popularity with the advertising public. Then the trend of easy business would swing another's way. He said that this observation was the result of a lifetime of experience as advertising solicitor and manager.

I will not argue Pop's point with you, but I will say that my twenty-seven years' experience on the copy writer's side of the fence includes many copy cults. Every so often some individual or organization comes along with some new discovery, as they say, which revolutionizes results.

Let's look back as long as I can remember to the time when the advertising character was invented and the Cream of Wheat Chef did the talking in a campaign that converted a by-product into the breakfast staple of a nation. Those who doubt the old chef's success do not realize the wonderful combination of his cheery appeal with the great reason-why content in the name "Cream of Wheat." It's hard to beat that name for genuine selling power—"Cream" implying the choicest selection; "Wheat," which every child has been taught to know as the staff of life.

Following the Chef came the Gold Dust Twins, and The Little Fairy in the Home; Old Dutch Cleanser's Clean-up Girl; Swift's Little Butcher; Baker's Chocolate Maid; and many others until Sunny Jim's sudden rise and more sudden fall precipitated a doubt as to the efficiency of the trade-mark character as a copy basis.

Next thing I remember was the Reason-Why campaign, when the thousand-dollar-a-week copy writer cast his pearls of precious thought carefully about in crowded eight point, generously italicized to bring out the whys in his reason.

Some of that copy was undoubtedly brilliant, and a lot more was, let us say, not quite so good. But it served its very useful purpose in the development of copy-writing skill. Just as the trade-mark character was the first attempt to make copy both interesting and memorable, so reason-why was another step in advance, because it required facts and logic to put it together.

Of course, the obvious happened—the public soon tired of such sameness, and then the copy man turned to art, artists, and atmosphere in a quick revulsion of feeling.

That was the hey-day of the commercial studio, when the same pretty picture could preside at the top of an automobile, or clothing, or real estate, or paint or any other advertisement, so long as the Picture was Art, and Atmosphere and Feeling all in one. Some of these treasured memorials still decorate the office walls of the Old Timers—and there's a very good place for them to stay.

Nevertheless, this tendency, too, was very beneficial—it raised the copy standard tremendously. It served notice on the editors that they had to look up or the advertising pages would outshine their own and get most of the attention.

TWO SCHOOLS OF COPY THOUGHT

Just now there are two distinct schools of copy thought striving for top position—the editorial trend, based on the same news-control of romantic—very romantic—appeal which characterizes the Sunday supplements of overpowering circulation; and the oh-

so-close human interest that just grips you by the hand, even if you try to keep your hand behind your back.

Let us not take any one school of copy too seriously—each has its apostles and devotees—very good ones, too; honest, sincere, but perhaps a trifle too close to their own pet theory to be strictly impartial.

Let us say with Don Marquis, when he refers to the various creeds of this topsy-turvy world—"For all of them are right and all of them are wrong."

In other words, I commend you to my own favorite rejoinder to an embarrassing question—"It all depends."

And so it *does*—the copy, the truly right copy, is not a cult of the moment; it is the right thing exactly expressive of the advertiser's eternal message—it may be a trade-mark character, as in Old Dutch; or Reason-Why as in Pepsodent; or Art Interest, as in Liquid Veneer; or Editorial Appeal as in Woodbury's; or Heart Throb Importunity, as in Postum—or a shuffle of the whole deck, as in the ever-interesting Ivory—just so long as it fits the advertiser and is well done and brings the business, why it's good copy, and I'm for it, no matter which cult claims it.

For cults may come and cults may go,

But good copy goes on forever.

P. H. Fassnacht, President, Rudolph Mosse Agency

Paul H. Fassnacht, vice-president and manager of Rudolph Mosse, Inc., the New York branch of Rudolph Mosse, Berlin, Germany, advertising agency, has been made president. He has been with the Mosse agency for eight years. Previous to his opening the New York office last year, he was manager of the Cologne office.

New England Campaign for Weston Biscuits

The George Weston Biscuit Company, Toronto, Can., and West Watertown, Mass., has started a newspaper advertising campaign in New England to introduce the Weston line of English Quality biscuits. The Eugene M. McSweeney Company, Boston, is directing this campaign.

New Moxie Distributor Plans Newspaper Campaign

The Moxie Company of America has been formed to take over the Moxie Company, Boston, distributor for fifty years of Moxie beverage. Frank M. Archer, president of the company for the last thirty years, heads the new company which will make arrangements for the national distribution of Moxie.

Officials of the new company will include Benjamin B. Avery, of Avery, Taussig & Fisk, New York, and president of the American Extract and Supply Company, who becomes vice-president. Frank M. Archer, Jr., will become treasurer and B. Devereux Barker, secretary and counsel. William E. Stanwood, of Spencer, Trask & Company, will become a member of the board of directors.

A newspaper campaign is planned by the new company.

To Advertise Washington State Fair

Officials of the Washington State Fair, to be held at Yakima, September 10 to 15, are planning a territorial newspaper advertising campaign. The Daken Advertising Agency, Inc., Seattle, has been appointed to direct this campaign, which will be run in forty newspapers in that State.

Big Increase in National Tea Sales and Profit

The National Tea Company, for the six months ended June 30, reports sales of \$42,285,666, against \$27,501,927, for the corresponding period of last year. Net profit, after taxes, for the first half of 1928, was \$1,339,575, against \$931,168, for the first half of 1927.

G. F. Wilson with J. R. Quirk Magazines

George F. Wilson, formerly manager of advertising promotion of *Liberty*, New York, is now director of advertising promotion for *Smart Set*, *The New McClure's* and *Photoplay*, all of New York.

Buy Controlling Interest in Passaic, N. J., "News"

James H. Walden and Dow H. Drukker, who have an interest in the Passaic, N. J., *Herald*, have purchased a controlling interest in the Passaic *News*. No other changes are involved.

Joins Mail Advertising Company

James K. Heffernan, formerly in charge of advertising of the Seattle office of the Texaco Oil Company, has joined the Mail Advertising Company, of that city.

MORE VALUE To Readers

During the month of July, 1928, Los Angeles Times printed a daily average of 37 columns more news and editorial matter than the second Los Angeles newspaper.

Los Angeles Times is an out-and-out *morning* newspaper, circulated *throughout* and *within* the Los Angeles market, and delivered directly to people's homes.

More subscribers, more news, and more advertising, than any other Pacific Coast newspaper.

Los Angeles Times



Eastern Representative:

Williams, Lawrence & Greiner Co.
260 N. Michigan Blvd. 235 Madison Ave.
Chicago New York

Pacific Coast Representative:

R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

A MILLION LINE ADVERTISING GAIN

proves this fact:

NOW Things Are
Different in
St. Louis

On the Following Two Pages

is a dispassionate outline of the changed newspaper situation in St. Louis.

It is set in ten-point type—the casual reader will pass it by.

But national advertising space buyers, serious in their desire to obtain for their principals the greatest possible profits from advertising in the St. Louis market, will carefully read and assimilate it . . . and many will revise materially their previous opinions concerning the proper apportionment of advertising appropriations among St. Louis newspapers.

NOW Things Are *Different*

THE ST. LOUIS STAR presents this outline of the present St. Louis situation in the belief that buyers of advertising space on a national scale, having heard various conflicting accounts of what has taken place in the past several months, want the true facts. They shall be given herein without embellishment. Round numbers will be used to prevent confusion.

From April 1, this year, to June 6th, seven large St. Louis merchants did not use any advertising in the St. Louis Post-Dispatch, daily or Sunday. During that period of nearly ten weeks they, of course, increased the amount of space in the remaining three St. Louis newspapers. The St. Louis Star was selected to assume the responsibility of maintaining the advertisers' volume of sales and received 80% of the excess space placed in the three daily newspapers during the ten-week period. This action was taken without any contract or agreement of any sort whatever, other than existing advertising contracts long in effect.

Perhaps the best indication of the wisdom of that policy is contained in the Federal Reserve Bank report for May, which showed that the department store sales for May were greater by 6.6% than during the same month in 1927. That statement was supplemented by numerous voluntary favorable comments from advertisers relative to the business directly traceable to advertising published exclusively in The Star.

Other advertisers, not identified with the policy of the seven, but observant of the results they obtained, increased their schedules in The St. Louis Star.

The net result of the controversy was to shed a new light on the real advertising value of The Star. Some advertisers, who had believed in the

in St. Louis *and Why!*

theory of "concentrating" in the paper largest in circulation, have since revised their opinion and adopted the more profitable policy of market coverage by a more equalized distribution between the two large afternoon newspapers.

Whereas The St. Louis Star gained 421,000 lines as a result of excess copy received from the seven large merchants during the ten-week period, its **GAIN TO AUGUST 24 IS MORE THAN A MILLION LINES.**

The loss of the daily Post-Dispatch has grown from 1,014,000 lines at the end of June, to 1,239,000 lines on August 24. The loss of the daily Globe-Democrat between the same dates increased from 127,000 lines to 195,000 lines.

The St. Louis Star's gain of more than a million lines is represented by gains in every department of advertising . . . **EXCEPT NATIONAL.** Its gain in national advertising during July and thus far in August, while all other St. Louis daily newspapers lost, indicates, however, that buyers of national advertising space in increasing numbers are taking serious interest in the changed newspaper situation.

Certainly *any* man charged with the responsibility of buying space profitably in St. Louis newspapers for his firm or for a client, who gains possession of the true facts, must realize that their interests are best served *only* when The St. Louis Star receives a just share of the appropriation — a realization that will be intensified by reason of the fact that in the two years that The Star's circulation has increased 23,000 copies daily, its national advertising rates have, to date, remained stationary.

THE ST. LOUIS STAR.

Colby, "due chiefly to the fact that interest has been lacking in the making of dresses at home. We saw in the consumer's reception of the Robinson contest in Georgia a wakening interest in home dress-making and a fertile field for the sale of our cotton print piece goods. A nation-wide contest would, we felt, stimulate similar interest and sales on a large scale.

"Accordingly, we laid plans for such a contest, and on February 1 we mailed folders to about 1,000 stores and jobbers over the country, announcing a national dress-making contest for the spring and summer of this year. Fifteen hundred dollars in prizes were offered, the contest to open May 1 and to close July 15. Its object, we said in the folder, was to 'stimulate interest in home sewing throughout your trade by means of this novel plan which is outlined. M. C. D. Borden & Sons, the largest manufacturers of cotton prints in the world, now stand ready to help you make your store a permanent factor in this nation-wide movement to further increase sales in your piece goods department through a complete dressmaking plan.'

"The plan offered the dealer:

(1) The Borden Fabrics National Dressmaking Contest Assortment of fifteen patterns selected from our latest styles which were particularly adaptable to this contest; (2) \$1,500 in cash prizes divided into fifty-five prizes covering each of the qualities in this assortment; (3) A folder given free of charge to completely explain the contest to store trade, enabling the dealer to give his store both local and national prominence; (4) Display material for the store, to tie up with the contest."

When the dealer folder was fully opened, its inside showed swatches of fifteen Borden fabric patterns which were eligible for the competition. "How you can participate in the Borden Fabrics National Dressmaking Contest," was the headline beneath these swatches,

and the following eight points were printed below:

1. Purchase Borden Fabrics Dressmaking Contest Assortment of 15 patterns.
2. Let the salesman know the number of Dressmaking Contest booklets you will distribute among your customers, explaining the contest in detail.
3. Display material will be delivered to you, including window and counter signs and a special Dressmaking Contest strip for your window.
4. Have all dresses turned in to your store on or before July 15, and send them to us for judging, all in one lot.
5. Mark each dress distinctly with the name of each customer and your store name and address.
6. Dresses will be judged by nationally known style authorities before August 15.
7. Prizes will finally be awarded on August 15 and checks mailed to the store within two days for awards to be made at your store.
8. The folder given you explains in detail how your trade may enter this contest.

The folder mentioned in point number eight was for counter distribution by the dealer. It announced five dress classes, one of which included children's dresses alone, with prizes for each group of Borden fabrics. It told about prizes, and otherwise stimulated interest. Then to the consumer it gave important details of the contest in a concise and intelligent series of questions and answers:

- Q. When may I enter?
A. Any time after May 1 or before July 14.
- Q. Where should I enroll?
A. At the Wash Goods Department of this store.
- Q. Who may enter the contest?
A. Any girl or woman who buys a sufficient amount of Borden fabrics to make at least one dress.
- Q. Is there any cost or obligation involved?
A. Simply that garments entered must be made of Borden fabrics of the patterns described here.
- Q. How many garments may any one person enter?
A. As many as desired.
- Q. Where should I bring my garment when completed?
A. To the Wash Goods Department of this store.
- Q. When does the contest close?
A. All garments must be received by the Wash Goods Department by 1 p. m., Saturday, July 14, 1928. In order to be eligible for a prize each garment must be made of Borden fabrics and name and address clearly written on dress.
- Q. Who are the judges?
A. A committee of prominent fashion

and dressmaking experts will judge all garments; first for style and general effect; second for workmanship; third for suitability for fashion and design; fourth for harmony of trimming.

Q. Will I get my dress back?

A. Yes. All dresses will be returned to the retail store and sent back to the contestants.

Q. Where and when will prizes be distributed?

A. They will be awarded at M. C. D. Borden & Sons, Inc., on August 15, 1928, and will be distributed at this store within one week after this date.

"In addition," says Mr. Colby, "the consumer folder told how the store itself would select the fifteen best dresses of those submitted—to be sent to New York for the judging—and how the prize winning garments would be displayed in the company showroom for a week.

"Backing these original folders to the dealer, our salesmen made personal calls on stores to discuss the contest. Follow-up letters also went out from the main office to add to this promotion, and Miss Leonora McCormick, our dress-making speed record holder, went on the road to demonstrate at home-sewing weeks held in various stores.

"In our sales promotion we pointed out to the dealer that the contest would win the interest and confidence of local customers if the store co-operated with the educational sewing work of its community, such as school sewing classes, women's extension sewing work and so forth. We offered cuts for local newspaper advertising, as well as window displays. We also designed from fifteen to twenty dresses for the store to give salesgirls to wear for demonstration purposes.

"Our own Borden advertising for the contest was chiefly in local newspapers and in trade magazines. There was no strictly national consumer advertising of our name in this first of our national contests, though there will be next year.

"What we tried to do throughout was to work as closely as possible with everyone interested in dressmaking. For example, in

picking judges we went to well-known important sources. One of the five women judging the dresses was a nationally known dressmaking authority, another was consumer consultant of the Cotton Textile Institute, a third was from the Department of Agriculture, Bureau of Home Economics. A fourth was instructor in Colorado State College, and the fifth was Assistant State Supervisor of Clothing in Texas. This variety of judges gave us considerable prestige and paved the way for consumer interest in a number of fields that might otherwise have been hard to interest.

"To make the judging itself of the best, we used the scoring recommended in the Home Economics Bureau Circular No. 90. Thus we impressed on dealer and consumer alike that the contest was as high grade as it could possibly be made.

"Interest developed right from the start, and many of the largest stores in the country held dress-making contests of their own which neatly tied in with ours. Hahne & Company, of Newark, for example, sent out folders to their entire mailing list announcing a contest in which Borden fabrics formed one division. One thousand dollars were offered in prizes, and customers entered about 1,000 dresses. Bloomingdale's, in New York, held another contest from April 16 to May 4, with daily demonstrations that showed consumers everything from 'suiting fabrics and patterns to individual types and tastes' to 'a quick modern method of finishing a dress.'

"Altogether some 300 stores over the country worked with us on this national contest and 1,500 dresses were submitted to the national judges. These 1,500 dresses had, through the local elimination plan, been selected as the best from each store's customers, and the judges reported that they never had seen more carefully made garments.

"The competing dresses began to come in about July 1, with the

LORD & THOMAS *and* LOGAN

announce

the election of

L. AMES BROWN*

as President

of the Corporation

to succeed the late

Thomas F. Logan



1919-1926

First Vice-President and General Manager, Thomas F. Logan, Inc.

1926-1928.

First Vice-President, Lord & Thomas and Logan

Board of Directors

ALBERT D. LASKER
Chairman of the Board

L. AMES BROWN
President

RALPH SOLLITT
Executive Vice-President

FRANK H. FAYANT
Vice-President

O. DICKINSON STREET
Vice-President

DON FRANCISCO
Vice-President

GERHARD FOREMAN

LORD & THOMAS AND LOGAN
ADVERTISING

CHICAGO
400 North Michigan Avenue
LOS ANGELES
1151 South Broadway

NEW YORK
247 Park Avenue
WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

contest closing during the middle of the month. The judges made their selections, and prizes were awarded August 15. Winning dresses were exhibited in our own show window for a week, and photographs of them will be sent to contesting stores for display in their windows.

"We had four major results from this first national contest:

"First, we found that people can be interested in our fabrics through interest in home sewing.

"Second, we learned that they can be interested in home sewing through a contest such as ours.

"Third, we found that there was a very appreciable increase in sales among the fifteen Borden patterns specified for use in this contest.

"And we found, fourth, that the success of this first contest which was put on without a great deal of preliminary work indicated that future contests can be made even more satisfactory.

"As a consequence, on August 20—only five days after the selection of winners in the 1928 contest—we announced plans for a 1929 Borden dressmaking contest of increased scope."

New Accounts for Auspitz-Lee-Harvey

The Prater Pulverizer Company, manufacturer of agricultural and industrial mills, the L. C. Smith Bearings Company, automobile accessories, and the Heiberg Malt Syrup Company, maker of Hy-fer Malt Syrup, all of Chicago, have appointed Auspitz-Lee-Harvey, advertising agency of that city, to direct their advertising accounts.

W. G. Fisher Advanced by French Battery Company

William G. Fisher, for seven years with the French Battery Company, Madison, Wis., maker of Ray-O-Vac flashlights and batteries, has been appointed advertising and merchandising manager. His headquarters will be at Chicago.

H. E. Marshall, Advertising Director, Seattle "Star"

H. E. Marshall has been appointed advertising director of the Seattle, Wash., *Star*. He returns to the Seattle *Star* after a two year's absence, having previously been connected with it for twenty years.

Campaign Planned for Suntex Bath Towels

The California Cotton Mills Company, Oakland, has appointed K. L. Hamman Advertising, Inc., to direct its advertising account. A campaign featuring Suntex colored bath towels is planned for Pacific Coast States to be followed by a more extensive program in national magazines.

This agency also has been appointed by the Aladdin Heating Corporation, in co-operation with coal dealers of Oakland, Alameda and Berkeley, to direct a co-operative campaign featuring the use of coal burning equipment.

Goodyear Tire Sales Show Large Increase

The net sales of the Goodyear Tire and Rubber Company, Akron, Ohio, for the first half of 1928 were \$125,777,548, as compared with \$118,244,231 for the first half of 1927. The increase in the quantity sold was considerably greater than indicated by the increase in dollar sales, President P. W. Litchfield reports, because of the lower selling prices which prevail this year.

R. A. Ware, Vice-President, FineArt Foods, Inc.

R. A. Ware is now vice-president and director of packaged sales of FineArt Foods, Inc., Tuckahoe, N. Y., FineArt coffee and tea. He formerly was with the Log Cabin Products Company, St. Paul, Minn., for twelve years, during six of which he held the position of general sales manager.

Appoint Henry E. Millar Agency

The Imperial Gas Company, Long Beach, Calif., and the Baker Casing Shoe Company and the Farmer's Automobile Inter-Insurance Exchange, both of Los Angeles, have placed their advertising accounts with The Henry E. Millar Company, Los Angeles advertising agency.

Joins Macmillan Book Company at Toronto

George M. McKanday for the last six years with the MacLean Publishing Company, Toronto, has joined the advertising staff of the Macmillan Book Company, Toronto. He will handle educational and promotion advertising.

Gardner Motor Profit Increases

The Gardner Motor Company, Inc., St. Louis, reports for the six months ended June 30, a profit of \$201,574, after charges but before Federal taxes, against \$140,958, for the corresponding period of last year.

You be the Judge!

An examination of the Boston Transcript is as striking for the things you miss as the things you find.

In place of scandals and degenerate crime—interesting news of world and local politics, of foreign and domestic markets, of art, drama and society.

And in the advertising columns, too, a striking difference. Bank and investment advertising instead of bargain basement scare-heads; world-famous jewelers instead of credit house appeals.

Go through a Transcript before making up your Boston list. It will tell you more about the buying power of Transcript readers than a thousand space sellers.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles



Dr. Walter H. Eddy, Ph. D., Associate of Dr. Harvey W. Wiley, and Director in charge of Food and Drug tests.

THE DAY'S WORK

at

GOOD HOUSEKEEPING

Bureau of Foods,

Sanitation and Health

The Bureau's Seal of Approval



A National Symbol of Trust

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*A*NALYSING food and drug products to protect consumers from any possible injury to health and to determine whether those products merit the Bureau's Seal of Approval.

II

Helping a manufacturer whose sales are decreasing to discover new food values in his product—discoveries which will enable him to develop new sales angles.

III

Showing the manufacturer of a toilet preparation that does not meet the standards of the Bureau how to change its composition so that it will be worthy of a place on the Bureau's approved list.

IV

Reviewing without charge for an advertising agency booklets and other advertising literature about a product tested by the Bureau: suggesting changes in copy to insure freedom from misleading statements.

V

Accepting a food manufacturer's invitation to inspect his food factory, to see that the conditions of production are such as to justify faith in his products.

VI

Showing the producer of a worthy new product how to avoid pitfalls and legal entanglements in the making and marketing of his products.

VII

Saving from Governmental interference—by timely advice as to the rewording of his label—a manufacturer whose product is good, but whose labelling is faulty.

VIII

Supplying the Good Housekeeping reader—through the pages of the magazine and by letter—with information about the latest discoveries in the science of nutrition; with facts about the values of various classes of food stuffs and with advice as to whether certain advertised food and drug products meet special needs and are accurate in their claims.

IX

Working with a group of manufacturers to secure protection from unscrupulous dealers by suggesting and urging the application of Government Standards to their field.

THUS the Bureau, as it protects the consumer, helps the manufacturer by building faith in advertised products

The unique, constructive service other manufacturers have obtained from Good Housekeeping Bureau of Foods, Sanitation and Health, is available, without cost, for your food or drug product

BASIC FACTS for the BUYER of SMALL TOWN MEDIA

- 1 GRIT is a small-town weekly with 77% of its readers living in towns of 5,000 and less population.
- 2 Prosperous readers—69% home owners, 69% automobile owners and 79% with money in the bank.
- 3 GRIT is an A.B.C. member. Net paid circulation for the six months period just ended averaged 390,644.
- 4 Its circulation is 90% home-delivered by GRIT'S own force of 15,000 boy agents.
- 5 GRIT costs more, to the reader, than any other small-town publication. \$2.60 per year delivered; \$2.00 per year by subscription.
- 6 GRIT is published in three editions—Complete National: 390,000 circulation in small towns throughout the country. Pennsylvania Edition: 131,000 circulation in small towns of Pennsylvania and southern New York. Williamsport Edition: 22,500 circulation in Williamsport, Penna.
- 7 Advertisers may adapt GRIT to their individual requirements by using the edition of GRIT that best fits.
- 8 GRIT will be a valuable addition to any small town advertising schedule.



IN SMALL TOWN AMERICA

Advertising Representatives — THE JOHN BUDD COMPANY

NEW YORK
CHICAGO

ST. LOUIS
ATLANTA

DALLAS
PORTLAND

SAN FRANCISCO
LOS ANGELES

Selling the Exclusive Agent Properly

It Is Better to Forget a Town Entirely Than to Get an Agent on the Wrong Basis

By Ralph Crothers

"THE name of our product is not just a trade-mark and an advertised brand," a Philadelphia manufacturer bulletined his sales force recently; "it is a method of doing business. Unless we can sell this idea to a new agent, it will be better for us to pass him up. If we can't get a retailer to handle our line without talking superlatives, it will be better for us to forget this town entirely until we can improve our selling technique."

His message, which went into great detail concerning what the company policy meant to the right exclusive agent, is based upon a series of experiences which made him tell the writer: "Over-selling a new exclusive agent on expectations is worse than over-selling him with stock. We have been able to educate our men against the latter habit, but we still have the pressing problem of the salesman who insists on over-selling the new dealer on what our exclusive franchise will do for him. The result is that a large number of good agents have gone sour. They have been made to believe that they can lay on their oars and wait for our extensive national advertising to do their selling for them."

He was willing to talk freely on the mistakes of his selling force with the understanding that he would not be quoted by name, for he is now having an uphill fight to pull himself and his company out of the morass of over-selling which went on unchecked until it was discovered almost too late. This is about the way he told me his views on the right and wrong way to secure a new exclusive agent.

"The minute a salesman lets the man he is trying to get as an exclusive distributor draw him

into a comparative price discussion he has begun to start subsequent trouble for himself and for his house.

"Unless he is himself convinced that we have built up here a non-competing product at a price well in keeping with its worth, he naturally can't sell the dealer that idea.

"And if he can't sell him that idea the man will never make a good exclusive agent. We specialize on one type of garment, correctly styled, and our franchise is worth real money to the dealer who is sold right. Our national advertising is consistent and adequate. Our men have a big idea to place at the service of the retailer without any exaggeration or over-statement of fact. They should sell that idea first.

"After that has been sold, the salesman can start to sell his goods. If the idea is sold right the prospect is 70 per cent sold before he looks at the line. If the idea has been well sold, competitive price doesn't enter his mind. He takes correct styling and details of policy as a matter of course.

MAKING THEM SELL RIGHT

"To make our men sell the proper way we now make them size up the town first. They must get a picture of the place, its purchasing power, the type of people who live in it. They are required to talk to the secretary of the chamber of commerce or a man occupying some similar position to help secure this proper perspective. Then they pick out the store they know we should have. It is usually the hardest one in the city to sell.

"Here are the things we warn our salesman to be on his guard against when he is selecting the

store he is going after as an exclusive agency:

"1. Don't select a man who wants the line only to prevent his competitor getting it.

"2. Don't sell a store whose leadership is not either established or on its way.

"3. Don't sell a dealer in a small town near a city of higher purchasing power. It is merely setting up poor competition for ourselves.

"4. Don't take a man who won't stick. If you doubt him leave him alone.

"5. When we select a dealer we are buying a frame of mind. If he doesn't seem anxious to push, if he has any slight antipathy toward pushing an advertised line, forget him. Select the next best man and sell him correctly.

"6. Above all don't overpaint our picture. It isn't necessary.

"We try our level best, by sales conferences, bulletins and letters, to show our salesmen that when they go after a new dealer they are selecting an important link in the whole policy of our company. They are picking out the supply depot between the home organization and the consumer. They are looking for a partner, willing to take hold of our whole selling plan and make known to his town that he has become our partner.

"We are not looking for stores that are willing to try out our product. We are looking for men who want to build up their sales and prestige by joining forces with us. If we can't get our salesmen to have the patience and the good judgment to watch and wait until they find that sort of a dealer, we have done worse than lose a sale. We have allowed our representative to take on a new member of the organization who is going to cause trouble later on. I know because I have watched it work out that way and I assure you it is much harder to get from under after your sales force has selected a bunch of wrong agents than it is to turn down orders in the first place from the agents who have not been sold properly."

The natural enthusiasm of a

good salesman for his line and the privilege of handling it, often makes the best salesman, in the usual sense, one of the worst to pick the proper agent to handle an exclusive line. There is, therefore, the strongest necessity for extreme care in warning the sales force not to promise too much. One concern in California, in addition to a list of don'ts much longer and more drastic than the one furnished by my friend from Philadelphia, before deciding which new agent to select, sends three men, each of whom covers the ground separately and reports back. The last one of the three is the sales manager's traveling assistant and it is his duty to report not only upon the fitness of the new prospective dealer, but also to discover whether he has been promised too much by either one of the two salesman-selectors who have called on him previously.

If the individual salesman is to be allowed the great responsibility of selecting, alone and unaided, the retailer who is to be given the exclusive agency for his company's line, he needs something more in the way of instructions than a mere command to go out and sell. Instructions to go slow, a compensation plan which takes some account of his ability to pick agents who later make good, a list of don'ts and careful co-operation and supervision from the sales manager will save much wasted time, heartache and trouble for the firm later on.

Kraft-Phenix Cheese Semi-Annual Sales Increase

The net sales of the Kraft-Phenix Cheese Company, New York, were \$32,995,348 for the six months ended June 30, 1928, compared with \$29,223,515 for the corresponding period of 1927. The net profits for the first six months of 1928 were \$1,035,383, after charges but before Federal taxes, against \$769,056 for the same period of 1927.

Hotel Account to Lefton

The Ritz Carlton Hotel, Philadelphia, has placed its advertising account with the Al Paul Lefton Company, advertising, of that city. Newspapers and direct mail will be used.



Big Building Operations Are Under Way in Washington, D. C.

Uncle Sam has begun his \$200,000,000 building program in the National Capital—the erection of much needed and imposingly attractive public buildings.

This forecasts unusual industrial activity; and increased consumer demand.

Washington, always a busy city, is getting busier all the time—offering a profitable market for worthwhile products.

THE STAR—Evening and Sunday—with its home delivery is the **ONE** and **ONLY** newspaper needed to completely cover this field.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Tower Building

You must

Those merchandisers who want to gain complete coverage of New England may well profit by the example of successful advertisers. The logical procedure is to gain distribution and sales in Boston FIRST, then go after the smaller markets. Jobbers in almost every line of trade have found that they can obtain New England Distribution with comparative ease for products that bear the label of Boston acceptance. And this is but natural, for Boston wholesalers dominate the entire territory.

Boston is not New England, but it does hold more than a third of the entire population. Nearly two million Bostonians live within fifteen miles of the center of the city, while another million is but an hour's ride from city hall.

To reach this tremendous population by newspaper advertising would seem a simple matter. But Boston is different from other cities. Its people are different. This is evidenced by the fact that they are divided into two separate and distinct groups, and this means that Boston's wealth is divided—figuratively held in two safes. You must know how to open BOTH or your advertising will not be successful. The condition is, however, largely a matter of mind, but nevertheless real and vital. It must have proper consideration from advertisers for it means a difference in manner

of thought and buying habits upon which advertising success depends.

No one Boston newspaper attempts to appeal to the individuals composing both groups of Boston's divided population. Each paper has chosen the group it prefers to serve and has built its editorial policy, its manner of news dissemination, its display and general make-up to appeal to that particular group.

The Boston Herald-Traveler serves one group. It is a matter of vital consequence to the national advertiser that Herald-Traveler readers compose that division of Boston's population that Income Tax Reports indicate are the better off financially and therefore better able to buy. Herald-Traveler advertising results prove it, for the Herald-Traveler has led for six years in National Advertising volume including financial, automobile and publication advertising among Boston newspapers.

The other three papers have a similarity of appeal and appearance. They serve the other group. For that reason any advertising campaign planned for complete Boston coverage must use two newspapers. The Boston Herald-Traveler must be one. It cannot be omitted, for it is the only newspaper with any influence with the group of greater importance. Any one of the other papers can be used to reach the greater part of the balance of the Boston market.

BOSTON HERALD

Advertising Representative:
GEORGE A. McDEVITT CO.
250 Park Avenue, New York, N.Y.
914 Peoples Gas Building, Chicago, Ill.

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WORLD-TRAVELER

For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston newspapers.

1,000%

Gain in Circulation in Four Years



In the past four years, the net paid circulation of The Financial World has grown from 4,471 to 52,837—an increase of over 1,000 per cent.

The chief factor behind this phenomenal growth has been the consistent adherence to the policy of providing subscribers with a weekly magazine that keeps them informed of business conditions in general and individual security situations in particular; presenting the information in readable form, without any of the non-essentials.

This policy has built up a reader interest and confidence that is reflected in an unusual responsiveness to advertising in The Financial World, which is the reason why contract advertisers—in practically every instance—renew on expiration; the best proof of the effectiveness of this proved medium.

May we send you the current issue?

10 Points of Advantage

Quality Circulation with Huge Buying Power.

Profound Reader Interest and Confidence.

7,500 Requests for Investment Guidance Every Month.

Comparatively High Price of \$10.00 per Year.

High Percentage (74.93%) of Subscription Renewals.

★ 1,000% Gain in Circulation in Four Years.

30% More Coverage without Additional Cost.

Proved Responsiveness to Advertising.

Consistent Renewal of Advertising Contracts.

Visibility of Every Advertisement.

The FINANCIAL WORLD

America's Investment and Business Weekly

LOUIS GUENTHER, Publisher

53 PARK PLACE, NEW YORK, N. Y.

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Member A. B. C.

How Should New Salesmen Be Selected?

A Method of Checking an Applicant to Discover Whether He Has the Attributes of a Successful Salesman

By R. C. Hay

WHEREVER an executive has the responsibility for directing a sales organization, whether that organization consists of one man or many men, at some time or other in the course of his work he will have the task of selecting new salesmen. In recent years we have heard much of psychological tests, rating plans, and other new and unusual methods of selecting salesmen. More often than not the application of these specialized ideas is only possible where the organization concerned is one with a great many salesmen. For the average sales manager these plans are neither possible nor desirable, and the sales manager must fall back on a few guiding principles in this important work.

The practical selection of salesmen divides itself into four important divisions:

1. What is the job?
2. What kind of training will the man get, if any?
3. What type of application blank should be used?
4. How should the material listed above be applied by the executive in the selection of salesmen?

If an executive will make a definite study of the job which the salesman is to do, and will make a written record of the results of this analysis, he will have a basis for the selection of salesmen which will be invaluable. Two methods are of practical application in this respect:

1. Making a difficulty analysis.
2. Studying the kinds and types of men now doing good jobs in the sales organization.

The "difficulty analysis" is of great value in determining the problems that the salesman will meet when he gets on the job. If we know what difficulties the man must meet and conquer, we will

be in a position to judge the kind of man needed for the work.

If we study the kinds and types of men in the sales organization that are now doing good jobs, that is, study their successes and their failures, we will be able to get at the qualifications for success in the line of business under consideration.

After we know what kind of job the man is expected to do and know how certain types of salesmen cope successfully with this job, our next important consideration is the kind of training that the new salesman will get, if any. If a thoroughgoing course of training is to be made available to the new salesman we can afford to use younger and less experienced men than would be the case if a salesman is to be placed in the field with little or no instruction. Regardless of whether the training course is elaborate or missing entirely, no salesman should be started out without being given enough knowledge of his job and enough knowledge of the product, together with enough enthusiasm, to give him the motive power to carry on in his work.

THE APPLICATION BLANK

The next step in the selection of salesmen is the application blank. Application blanks vary from those with a few questions to those with so many questions that the salesman wonders whether or not he is being asked to write a history of his life. It is impossible to determine beforehand what type of questions will be needed on the application blank of any company, but a few questions have been found to be important and somewhat out of the usual run. Obviously, in any application blank all of the information as to the age, number of dependents, and other

routine information of that character will be given. The following are some of the questions that have been found valuable in an application blank as giving some indication of the salesman's desirability for the work in hand:

1. How much time have you lost during the last two years on account of illness?

2. What did you do during vacation following each year you attended high school?

3. What did you do during your college vacation (if any)?

Fill out the following blank regarding any athletic teams of which you may have been a member:

1. Name of team.

2. School class or other organization team.

3. Position.

4. Number of seasons played.

Give your salary and reasons for leaving your last three positions.

How much time, in years and months, have you spent in inside or retail selling?

How much time in outside selling?

Check the forms of investment you now have:

Real Estate.

Mortgages.

Savings.

Bank account.

Bonds.

Preferred Stock.

Common Stock.

Life insurance (amount carried).

Accident or health insurance.

Do you own your own home or rent it?

What percentage of your income have you saved since you began work?

Name social clubs, fraternities and business organizations to which you belong. Church membership is desired but not required. Underline each one which you attend regularly.

How many times have you been elected to office in these organizations?

State, in a short letter, what qualifications or talents you possess, if any, which you think specially fit you for this position.

In addition to the application blank it has been found very useful to have a "judgment" blank, the questions to be checked by the interviewer. Questions on the "judgment" blank which will serve to indicate its purpose are as follows:

1. How does his appearance impress you, especially his facial expression, physique, carriage and neatness?

2. How do the applicant's manners impress you?

3. How would you describe the applicant's voice?

4. Does applicant return your gaze steadily? Does he look you in the eye?

5. To what extent does the applicant participate in the conversation during the interview?

6. Has he a good command of language? Does he use good English?

7. How familiar is applicant with current history and modern business problems?

8. What is your opinion of his character and integrity?

9. What degree of determination does he seem to possess?

10. Does he give evidence of initiative? Has he ever started and carried through anything on his own responsibility?

11. What degree of imagination does he seem to possess?

12. Does applicant have mechanical aptitude? Or special aptitude for business in question?

13. How do you believe he will work at selling?

14. What is the extent of his scientific knowledge or specialized knowledge for the field in which he is to do business?

As an example of the use of this blank, under each question there will be a number of statements descriptive of the applicant, running from good to bad. Thus, under question No. 3, "How would you describe the applicant's voice?" there might be these five stages of voice:

1. Disagreeable.

2. Weak.

3. Unnoted.

4. Agreeable.

5. Pleasing.

The interviewer, or interviewers, by checking whichever one of these five words describes the applicant's voice, thereby gives a picture of the effect that the applicant has had on the interviewer. When more than one executive interviews the same applicant the comparison is very useful as indicating the general standing of the applicant in the minds of these two executives.

Another detail which is followed through for all applicants is in securing some indication from former employers of their feeling toward the applicant. These reports are not, as a rule, of a great deal of significance, since they are usually handled in a perfunctory manner by the former employers. One question which is rather valuable and which will often help the prospective employer in making up his mind is to ask former employers, "Would you employ this man again?"

One detail which is important is that the application blank, usually



RAIL BIRDING •

It is flood tide on the marsh—a thousand acres of black meadow adjoining a tide-water river. A skiff is being propelled up a narrow, winding canal, the pusher sliding along his fourteen-foot pole in two-foot hand grips. A bursting whistle, which immediately diminishes in volume, sounds just ahead. "Mark right!" exclaims the pusher as six birds get up. "Bang!" and one goes down while the rest scatter toward all points of the compass.

Rail-bird shooting possesses a peculiar fascination to many smooth-bore users. And because **FOREST AND STREAM** contains much of interest to both small- and big-game hunters as well as anglers, one hundred thousand outdoorsmen read every issue.

FOREST AND STREAM
80 LAFAYETTE ST. NEW YORK CITY

Wm. Clayton

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 1459 N. Catalina Ave., Pasadena

CAPPER'S FARMER NATIONALFA

The advance of *Capper's Farmer* in commercial and total lineage has been steady, consistent, and in keeping with the high character of the publication.

Just six short years ago, *Capper's Farmer* was in sixth place in the national farm field. Today — *Capper's Farmer* is in second place.

The rank in the national farm field for the first eight months of 1928 is:

*Sell this
territory
thru*



Capper's F

PUBLISHED AT TOPEKA, KANSAS, by RTHU

RNOW SECOND IN FARM FIELD!

**Country Gentleman
CAPPER'S FARMER
Successful Farming
Farm Journal
Farm & Fireside
Farm Life**

Last year, Capper's Farmer made a greater gain than any other national farm paper. It holds the same record so far this year.

The reason for this record—the best in the national farm field—is simple. Capper's Farmer covers a tremendously wealthy agricultural section. Its editorial treatment is the liveliest of any publication covering the great midwest farm belt.

**M. L. CROWTHER
Advertising Manager
Graybar Building
New York City**

sFarmer

ARTHUR CAPPER :: CIRCULATION 837,282

a full-page blank, joined on the left-hand edge, can form a folder in which all of the letters from former employers and other data can be included, thereby making a folder on the individual applicant for permanent filing.

All of the foregoing material on the selection of salesmen leads up to the most important part of the whole matter, namely, the selection of that salesman by an experienced executive. Knowing what the job is in its complete form, knowing the kinds and types of men now in the organization who have been successful at this work, and having the data brought by the application blank, an experienced executive, able to judge individuals, has as much as he can get to help him in selecting the salesman.

This is a matter which calls for very good judgment on the part of the executive, and no individual who is not able to judge men can do this successfully no matter how much information he may have at his disposal to guide him. In the last analysis the selection of a salesman who can come into the business and make a success of his job is going to depend a good deal on the judgment of the man who makes the choice, but if he has his information properly organized before he comes to the point of making the selection, he will have a much better chance of selecting men who can succeed, than if he simply goes at it blind and chooses a man because he likes the way he talks or likes the way he brushes his hair. Certainly the executive should give himself every chance to have at his disposal a standard and routine method of checking up on each individual, and knowing beforehand exactly what the job is that the man would be expected to do. If the selecting executive has the ability to judge men and has the foregoing information at his finger-tips he should be able to considerably increase his percentage of successes among new salesmen.

Frank D. Casey Leaves "Life"

Frank D. Casey has resigned the art editorship of *Life*, New York, which he has held for the last eight years.

Wohl Shoe Company Appoints Joseph Dillon

Joseph Dillon has been appointed to take charge of the advertising of the Wohl Shoe Company, St. Louis, which in addition to its wholesale business, now has a chain of eighty-five retail stores throughout the country. He formerly was publicity director of Whitaker & Company, investment bankers, and, at one time, was with the Chappelow Advertising Company.

Newspapers and direct mail will be used in an advertising campaign to be conducted by the Wohl company featuring its "Jacqueline Modes" and "Wohl-Arch" shoes.

Death of H. R. Carlisle and R. C. Bohl

Harry Reed Carlisle and Robert C. Bohl, both associated with the merchandising and sales promotion division of the sales department of the Atwater Kent Manufacturing Company, Philadelphia, met death in an automobile accident which occurred recently at Germantown, Pa. For twenty years Mr. Carlisle had been identified with Atwater Kent trade promotion and dealer bulletin activities. Mr. Bohl had been a traveling representative of the merchandising division.

Coty Quarterly Income Gains

The net income for Coty, Inc., New York perfumer, for three months ended June 30, 1928, was \$651,254 after charges and Federal taxes, which compares with \$401,794 for the corresponding period of 1927, and \$383,023 for the same period of 1926.

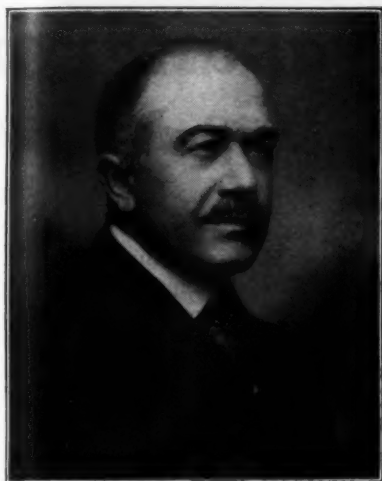
Net income for the six months' period, ended June 30, 1928, was \$1,499,552, after charges and Federal taxes, against \$1,055,721 for the corresponding period of 1927, and \$1,012,201 for the first six months of 1926.

Furniture Manufacturers Elect

Peter E. Kroehler, president of the Kroehler Manufacturing Company, Chicago, has been elected president of the newly organized Furniture Manufacturers' Association. W. J. Wallace, of the Berkey & Gay Furniture Company, Grand Rapids, is vice-president; George M. Petrie, St. John's Table Company, Cadillac, Mich., secretary, and O. E. Landstrom, Consolidated Furniture Industries, Rockford, Ill., treasurer. Officials of the association will name an executive director in the near future.

Appoint M. C. Mogensen Company

M. C. Mogensen & Company, Inc., publishers' representative with headquarters at San Francisco, has been appointed to represent the Oroville, Calif., *Morning Press*, Nogales, Ariz., *Herald*, and Honolulu *Nippu Jiji*.



**John H.
Puelicher**
of
**Milwaukee
Wisconsin**

President Marshall & Ilsley Bank, Milwaukee
Trustee . . . Milwaukee Downer College, Milwaukee
Trustee Beloit College, Beloit
Director and Treas., Milwaukee University School
Advisory Committee, Marquette University, Milwaukee
Director and Treas., American Association for Adult
Education, New York, N. Y.
Director . . . Bucyrus-Erie Company, Milwaukee, Wis.
Director, Northwestern Casualty Co., Milwaukee, Wis.
Director, La Salle Fire Insurance Co., New Orleans, La.
Director . . Insurance Securities Co., New Orleans, La.

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with men of
influence**

AMERICAN BANKERS
Association
JOURNAL

110 East 42d Street

CHICAGO

LOS ANGELES

New York City

**(26,309 net paid A. B. C. reaching 9/10)
of the Banking Capital of America)**

A Fast Growing

52 New Accounts

Acetol Products Company
American Dry Milk Institute
American Fork & Hoe Company
Automatic Shade Company
Bickmore Company
Breed-O-Remedy Company
Brown's Beach Jacket Company
Buick Motor Company
Burch, F. S. & Company
Capital Candy School
Chatham Mfg. Company
Cherry, J. G. Company
Chippewa Falls Woolen Mills
Chrysler Sales Corporation
Consolidated Products Co.
Corona Mfg. Company
Darling & Company
Emerson-Brantingham Company
Ethyl Gasoline
Evans, Victor J.
Fairbanks, Morse & Company
Fisher Body Corporation
Fly-Cide Company
Ferris, George B.
Frick Company, Inc.
Geuder Paeschke & Frey Co.

The Dairy Farm

One of the Merit

Young Farm Paper

Accounts in 1928

Goodrich Rubber Company, B. F. (Footwear)

Graham Scientific Breeding School

Graves, Frank W.

Great Northern Railway

Haag Brothers Company

Hines, E. Farm Land Co.

Holland Furnace Company

Hudson Motor Car Company

Imperial Laboratories

International Mill & Timber Co.

Iowanna Nurseries

Lehon Company

Lewis Mfg. Company

Liggett Myers Tobacco Company

Livingston, S. H. Company

Milwaukee Air Power Pump Company

News Bureau of Animal Husbandry

Ney Mfg. Company

Nichols & Shepard Co.

Oakland Motor Car Company

Packard Radio Company

Purity Stamping Company

Reynolds Tobacco Company

Sterilac Company

Stromberg Hatchery

Thum, O. & W. Company

Farmer

Monthly Publications

An American Letter That Collected Instalments in England

An English Furniture House Makes Use of a Collection Letter Written by an American Salt Company and Finds It Most Effective

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

COMPETITION in the instalment-selling business is sharper, over here in England, than at any other time in its history: and this history goes pretty far back. There is even some reason to believe that we were the original inventors of the plan. I can remember, when a boy, as long ago as in the eighteen-seventies, hearing of what used to be called the Three Years System, applied particularly to pianos. This was widely advertised and it is questionable whether systematic instalment selling was done anywhere before that.

Later, of course, came the great Encyclopedia Britannica campaign about 1892, emanating from *The Times* office, the result of which is that instalment selling of specific articles is even now still often spoken of as "The Times System." About the same time, instalment selling of furniture began to boom, and a little scandal was created by harsh methods in collecting delinquents' accounts. A London weekly newspaper, *Truth*, in commenting upon this, had the indiscretion to include the name of one concern which was certainly blameless. The editor published immediately afterward a very handsome apology, which was indeed only due; and the same firm, which has been going ever since, is still conspicuous by its high reputation and the tenacity with which its customers stick. This is the old-established house of Catesbys Limited, Tottenham Court Road, London, and it is interesting to record that the Catesby family are, and always have been, diligent readers of PRINTERS' INK, as the sequel will show.

To most people it would seem almost axiomatic that collections

would be the worst snag in this business. People do not presumably make purchases on deferred terms unless they need the accommodation, and would therefore normally not be first-class risks. In recent years, advertisements of a very aggressive and persuasive nature, positively inviting people to buy more than they can afford, have been used by several firms in the furniture business and might have been expected to increase the proportion of delinquency in all instalment trading, especially as the values have often been poor and the prices away above those of competitive traders for cash. But this effect is not observed by instalment houses of a more conservative kind. Mr. William Catesby said, indeed, in answer to an inquiry, that the item of bad debts ought never to trouble an instalment-selling firm which ran its business efficiently, and charged fair prices: but that right prices are important.

TWO WAYS TO RUN A CREDIT BUSINESS

"There are two ways to run a credit business," he said: "One is to take a high mark-up, allow a very long term for payment, and trust anybody who will take the goods. Naturally there are losses, and in self-protection goods have to be seized. The other plan, which I regard as more discriminating, is to make the prices strictly competitive, the instalment term moderate, and the credit investigation reasonably strict.

"We have never considered that instalment trading took us out of the competitive class. One consequence of this is that more than half of our total business is done for cash. Every article that we

sell has both the cash and instalment price plainly marked upon it for everyone to see. Our credit department finds that the great majority of credit customers are perfectly willing to give reasonable information about themselves. They are intelligent enough to understand that anybody who gets long credit without any questions being asked is sure to have to pay a long price for it. Bad debts have to be recovered somewhere. We make very few and it is years since we seized anything."

It is common knowledge that a good deal of instalment selling is done pretty recklessly. Mr. Catesby made it clear that this was not good business either for seller or buyer. But he declared without equivocation that an industrial business can be done in domestic furniture on instalment terms without any appreciable load for bad debts. Two and a half per cent for this item, Mr. Catesby declared, would mean mere incompetence.

"Of course, you must look after your instalments," he said. "In collecting our accounts, we find that the persuasive, reasonable, personal type of letter pays better than a formal reminder. This is the outcome of experience and practice. We used to say something like this: 'We find you have not paid the instalment now due. Kindly remit by return.' The kind of letter to a one-instalment delinquent that we use now is this:

The remittance you in all probability intended to send us for the amount owing on your account, has not yet arrived—no doubt forgotten.

Not a serious oversight, of course, but you know the terms call for payment monthly, and for the sake of greater uniformity in handling thousands of these accounts, promptness in remitting is greatly appreciated.

Will you therefore send us your payment now, while you are thinking about it? Just pin your postal order to this letter, and mail it back to us.

In thanking you for this attention, we wish to assure you of our appreciation of your patronage, and that we are always glad to be of service to you.

"Generally this fetches the money. If not, the letters that follow are of a similar type, becoming more and more insistent.

There have been pretty bad times for the industrial population lately, but our collections are as good as they have ever been. Most of our collection letters are processed, but the name and address are typed in through a red ribbon. This avoids a bad match. People are accustomed to see two color ribbons used, and the body of the letter is, of course, in blue or black. At one time we used a processed letter and filled it in by hand with a pen. A definite improvement resulted when we substituted typed fill-in for pen work.

"One letter that we use has pretty remarkable results. This appeared in PRINTERS' INK about four years ago. I think it was used by a salt manufacturing company somewhere in the Middle West, and I shall be glad if this interview affords an opportunity for expressing our appreciation of this letter and of the original writer. We altered it slightly to meet our particular case, and have used it ever since. This letter is never processed. Each copy is specially typed and signed in full by the account manager. This is the last shot that goes out to customers who have received all other notices without reply, and where we believe it to be a case of 'can't pay' rather than 'won't pay.' It reads as follows:

This letter is from me to you. Never mind Catesby, Ltd., for the time being.

The staff in my department tell me that they have sent you letter after letter—without result. We have not had a line from you as to why you are not paying your account. You see, I was responsible for passing your order in the first place, because I felt so confident that you were going to be a first rate customer. I cannot believe now that my confidence was misplaced.

I am not in business for myself, but I am working for Catesby, Ltd., and I am putting all my energy and experience into my job. Naturally I have to show results, just as you do in your work.

Won't you write and tell me what the trouble is? If you can't pay for the moment, tell me frankly, and I will meet you fairly, but don't let matters drag along. There is no need for unpleasantness, and I am sure that you don't want me to have to take extreme steps to collect the amount due.

Get a Postal Order for the amount of at least one instalment, and post

WHAT DOES THIS MEAN
TO *you?*



Portrait of his daughter, Sabine, by JEAN ANTOINE HOUDON for which M. Knoedler & Co. paid \$245,000 at public sale of the collection of the late Judge Elbert H. Gary at the American Art Association, April 19, 20 and 21, 1928. Purchased for Mrs. Edward S. Harkness.

*Where there is Interest in the FINE ARTS there is BIG BUSINESS**

HOW many people know that Henry Ford, outside his business, is chiefly interested in creating a museum to preserve early American specimens of the arts and crafts, or that John N. Willys' pet enterprise is the Toledo Museum of Art? *The biggest business men in the world are the world's greatest art collectors.* These men are actual readers of INTERNATIONAL STUDIO, because in America there is no other important, authoritative magazine devoted to the great field of the Fine Arts. It is doubtful if any other single class magazine so definitely represents per reader, large interests and purchasing resources.

★The collection of the late Judge Elbert H. Gary was sold at public sale at the galleries of the American Art Association, April 19, 20 and 21, 1928, for over \$2,000,000

International Studio

(Associated with The CONNOISSEUR)

57th Street at 8th Avenue, New York

CHICAGO - 25 North Dearborn Street
BOSTON - - 5 Winthrop Square
SAN FRANCISCO - 822 Kohl Building

it to me personally while you think of it.

Mr. Catesby gave me the figures of the first thousand copies of this letter that went out—to be accurate, 1,009. Immediate payment came in 321 cases, definite promises in eighty-seven. Reasons for not replying to previous letters were given by 170, eight replies complained of something in their treatment: 425 delinquents ignored the letter. Considering that the letter was reserved for bad cases these results are striking.

"We do not expect to get more than one instalment immediately in such cases as this," said Mr. Catesby, "even though two or three are due. Taking the collectable amount on this basis, the actual amounts collected were 36 per cent."

From delinquents a long way behind, as these must have been, such results are remarkable.

Misleading Sales Quota Systems

ALUMINUM GOODS MANUFACTURING CO.
MANITOWOC, WIS.

Editor of PRINTERS' INK:

We are interested in learning more about the methods that other large corporations are using to establish sales quotas and uniform selling costs.

One plan that appeals to us takes the average selling cost of the entire sales force as a base and each territory is judged by that figure. For instance, if the average selling cost is 10 per cent and territory "A" shows a selling cost of 18 per cent, that territory is inefficient to the extent of the business that it would have to produce to reduce the selling cost to 10 per cent.

We will appreciate any assistance that you can give us regarding this problem in the way of direct information or references.

ALUMINUM GOODS MANUFACTURING CO.

A SALES quota plan ought to be a method of scientifically weighing the accomplishments of each man on the sales force. In far too many instances, however, the weighing is done on scales so inaccurate that they would never be tolerated in a community regulating such matters. And the most common cause of these inaccuracies is the attempt to judge all

the men in accordance with an "average" arrived at by some plan of doubtful merit.

We cannot be too dogmatic in stating that neither sales territories nor salesmen can be reduced to "averages" and any sales quota plan based on such an average is bound to penalize some men and favor others. An average may be a good starting point—in fact, such a starting point is almost an absolute necessity. But to use it as the sole measuring rod is unjust and impractical.

There are scarcely two sales territories that are even nearly the same. Even though each salesman may have exactly the same number of dealers, of exactly the same size, located in exactly similar territory, selling to exactly the same type of trade, faced with exactly the same sort of competition—and who ever heard of such a state of affairs?—there would still be a need for individual judgment. Certainly, it is not possible to conclude, because the average selling cost is 10 per cent, and territory "A" shows a selling cost of 18 per cent, that territory "A" is being inefficiently worked. Exactly the contrary may be true. Due to market conditions, an 18 per cent selling cost in territory "A" may actually be low and the salesman in that territory entitled to congratulations instead of an admonition.

In any sizable sales force, a sales quota can be a highly valuable form of sales control. However, it must be worked out with the same care that a life insurance actuary gives to the details of a life insurance policy.

A number of articles have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY furnishing the complete details of practical sales quota plans. The dates of issue in which these articles will be found may be had on request.—[Ed. PRINTERS' INK.]

Death of J. A. Wallace

Joseph A. Wallace, organizer of the New York Poster Advertising Association, died at Oswego, N. Y., on August 21. He was vice-president of the association when he died and was 67 years old.

76% Gain

In **Automotive
Advertising**

Is the Record of the

BOSTON EVENING AMERICAN

*for the first six months
of 1928 compared
with the corresponding
period of last year*

**〔 This is the greatest gain
of all Boston papers
in this classification 〕**

BOSTON AMERICAN

LARGEST EVENING CIRCULATION IN NEW ENGLAND

-the last word

"What shall I buy for dinner?"

That's the paramount question in the mind of every housewife daily between the hours of four and six p. m.

Each day Elevated Advertising is answering this question for thousands of women. The Elevated carries a half million people home in the evening—sixty per cent of these are women and the majority of these women—buyers of food.



This product reigns supreme
in the baking powder field.

Lakeside Peas are the nation's
biggest seller.



Chicago Elevated
509 S. Franklin St.

to housewives

Car cards or posters of food products, presenting an appetite appeal, are the *Last word to the housewives* before they buy.

In the vicinity of each Elevated station is a Neighborhood Grocery, where the housewife, after having her question—"what shall I buy for dinner?"—answered has only a few steps to the point of purchase.

Among the food manufacturers—who in the last sixty days have recognized the advantages of using our medium to get their message before *buyers* at the *time* they are thinking of *buying*—are four products of unusual merit.



A mustard that is sweeping the Chicago market.

This custard dessert is taking the country by storm.



Advertising Co.

Chicago, Ill.

Advertising Will Increase Profits, If—

Further Light on the Question, "Who Pays for Advertising?"

By Louis V. Place

Vice-President, The W. J. McCahan Sugar Refining & Molasses Co.

THE article entitled "Who Pays for Advertising?" in the August 16 issue of **PRINTERS' INK**, contains the most convincing defense of the economic necessity of advertising which it has been my good fortune to read. The viewpoint may or may not be new but the article, in my opinion, has made it clear that critics should blame the alleged wastes and errors and excesses of advertising, not on advertising, but on the modern methods of production and distribution which have made advertising necessary. In turn it might be argued that it is advertising which has made possible our modern methods of production and distribution. However, irrespective of this counter-argument, the article is correct in stating that advertising cannot be praised or condemned by itself since its economic existence is inextricably linked with our modern philosophy of production.

However, on one main point I am unable to agree with the article. I refer to the contention that advertising is accomplished without its cost being met by either the producer or the consumer. In order to explain my point I am going to use a simple story which, while possibly not correct in every particular, will illustrate my point.

Suppose a contractor has the job of clearing away the snow from certain city streets at so much per ton of snow. Imbued by thoughts

of modern labor-saving machinery, he invests in a large steam shovel, only to find that, due to the slight depth of snow, his shovel cannot grab a full load of snow and is therefore working at only part capacity, causing the contractor to lose money on his job. A salesman now appears on

the scene and convinces the contractor to purchase a belt conveyor. By the use of this belt conveyor, the contractor piles the snow deeply enough for the shovel to work at full capacity and therefore, since the "overhead expenses" of interest on the investment of the shovel and of wages to the engineer, the fireman and other attendants, are distributed over a larger volume of snow removed, the contractor begins to make money.

Under these conditions would we be justified in believing that the cost of operating the belt conveyor is not met by anyone? It is true that, while the combined cost of operating both the shovel and conveyor is greater, together they show the contractor a profit as compared with his former loss on the operation of the steam shovel alone. Nevertheless, the expenses have increased. The increased profit has been caused by utilizing the excess capacity of his steam shovel and bringing down excess unit costs. If originally the contractor, instead of purchasing a large shovel, had purchased a shovel more adapted to his needs,

Mr. Place states that advertising is an added expense to a plant already operating to capacity at minimum expense. And he is clever in his method of proof. The fact, however, that he justifies the added cost, as insurance for the future, lessens the chance of argument by those who disagree with him. Nevertheless, **PRINTERS' INK** believes the last word is still to be said and will welcome other contributions on the subject.

Breaking Into New York Peaceably

By R. F. R. HUNTSMAN

President, R. F. R. Huntsman, Inc.

"IF I could reach with one newspaper a certain unit of a million people to test out the New York market with my goods, and if I could concentrate my sales force on the dealers in that one million territory, then I wouldn't be afraid to tackle Greater New York.



But the cost of going into New York's seven million area is so staggering that I'm afraid to take the plunge."

The man who said this to me is not unlike many others who want something very badly and who have not realized that opportunity is knocking at their door.

I said to this big producer:

"You want to reach a representative segment of Greater New York?"

"Yes."

"You wish dealer co-operation in a restricted territory?"

"Yes."

"And a list of dealers, corrected to date, for your sales force?"

"Yes."

"And you want a concentrated area where there are plenty of stores to serve this demand from a million people which you wish to create?"

"Yes."

"Would you care to sample this area with your goods, thoroughly, going into nearly every home?"

"Yes."

"And would you be satisfied with giving a generous schedule to one newspaper if that newspaper did cover the field, and was the only newspaper in the field, and could do the job completely and alone?"

"Yes, of course I would, but there's no such area and no such newspaper in Greater New York." Then, as an afterthought: "I mean no 'English speaking

newspaper." "No sir," he added, "roughly speaking, there is no such animal."

"Well," I said, "where have you been for twenty-one years?"

It was just that many years ago that James O'Flaherty picked out The Bronx, one of New York's greatest boroughs, as the place where a newspaper should be started because there was none there, and he and his son James O'Flaherty, Jr., builded so well that no other newspaper has even been started there since.

The people of The Bronx depend upon "The Home News" to make a complete and accurate presentation of the news every week-day and Sunday. In no other newspaper can they read the news of The Bronx, and for the reason that no other newspaper prints this news. A striking illustration of this took place the other day.

Once every year, The Bronx does itself proud upon what is known as "Borough Day" when a million people, proud of their own community, turn out to observe and applaud the "Borough Day Parade." Every civic organization was represented in the Seventeenth Annual Parade which marched the streets and avenues of The Bronx.

The smiling hundreds of happy school children; the precise ranks of the military; the fine turn-outs in

the women's groups; the glistening uniforms of fraternal organizations' degree teams; the splendidly-equipped floats; the many novel exhibits; all these and everything else in the almost three-hour-long procession drew thunders of applause from the throngs filling every available inch of space along the Concourse.

To cover properly this important event, "The Home News" printed more than sixty-three columns of vivid description of every news phase of this outstanding news of the day. No other Metropolitan newspaper printed more than a half column in reporting this exceptional event intensely interesting to a million Bronx people.

In the vernacular, "The Home News" has "The Bronx" by the tail.

"It fills the bill, and the area fills the bill, and the service which it renders fills the bill of particulars you've outlined in your desire to break into New York."

"The Home News" is "A. B. C.," sticks rigidly to its rate, which is flat 30 cents, and delivers the goods.

As they say in the "Exchange" columns: WHAT HAVE YOU?

R. G. R. Huntziman, Inc.

Woolworth Tower,
New York City.

which could have been operated to capacity by himself without an engineer, a fireman and other attendants, the belt conveyor would not have been necessary and, if purchased, would merely have increased his expenses and decreased his profits. The belt conveyor was useful merely in correcting a former error in judgment.

In the same way, advertising (the belt conveyor for feeding orders) increases profits only when it is possible by its use to bring to capacity operation a plant formerly over-expanded as to capacity and expenses. To a plant already operating to capacity with minimum expenses, advertising is an added expense. It is not my intention to argue either in favor of the small plant operating to capacity without advertising or in favor of the large plant which requires advertising in order to keep up to capacity operation. That is a question of mass production which is a subject too big to cover in one article. My only object is to show that advertising decreases the unit operating expenses only of over-expanded plants and that it is a cost which must be met by someone.

This added cost is probably fully justified as an insurance premium for future demand as ably argued in the article entitled "Businesses Built on Sand."* It is justified from both the standpoint of the producer and the standpoint of the consumer, because the cost of part capacity production or of periodic shut-downs must also eventually be met by someone or be minimized by the insurance provided by advertising.

It is my contention that advertising can stand on its own feet based on the above and similar lines of reasoning, without saddling it with a perpetual-motion kind of economic theory which seeks to prove that advertising can always be accomplished without cost. In politics and in advertising itself we are just now hearing a great deal about "de-bunking." How about de-bunking the claims of advertising so that well-dis-

posed persons will not be repulsed by untenable super-claims?

To return to our snow-shoveling contractor, the next step which might occur to him would be to expand his operations by lengthening his conveyors. In so doing he may have to invade the territory of some competing contractors. However, having made his investment in a shovel and a conveyor, he is in a better position to bid for the business than his competitors who may hesitate too long before making like investments. In this manner his operations are extended, gradually decreasing his unit costs by increasing the use of his available shovel capacity and the contractor believes he has found the key to success. Some fine day a snowfall, heavier than usual, occurs which taxes his shovel beyond its capacity. Unwilling to give an opening wedge to his competitors and believing his conveyor system is bringing him continuous expansion, he purchases a second shovel, thereby increasing his capacity. Gradually the weather changes and the snowfall decreases. In spite of the best that the conveyors can do, the shovels can only work at part capacity. Under these conditions, our contractor is back into the same position he was at the start with his unit cost up again and in addition the burden of his conveyor system which now he has to keep in operation.

In the same way, an advertised business which expands its capacity in order to take care of the inevitable peaks of demand finds that it has expanded beyond its average requirements and suffers the same unit cost, due to running at part capacity that it did before starting to advertise. Under these conditions the cost of advertising again becomes a charge which must be borne by someone. This is the stage at which many advertisers must find themselves at the present time.

Returning again to our contractor friend, he conceives the idea that by building more conveyors and extending into more distant territory, he will be able to even up the peaks and valleys of va-

*This article also appeared in the August 16 issue.

rious snowfalls. In this he is successful and once again his shovels are working to capacity. In the meantime, however, his competitors, taking advantage of his long-range operations are sneaking in with small conveyors and are picking up little nearby piles of snow which have been either disregarded or actually dropped from our contractor's extensive conveyors. Of course these little competitors cannot injure the well-entrenched position of the contractor but they do cut down his volume to a certain extent, forcing him to go even farther afield and to be eternally vigilant to prevent an attack on his elaborate system. Our contractor begins to wonder if the cost of his conveyors isn't beginning to absorb too large a proportion of the economies effected by operating his many shovels to capacity.

In the same way, many advertisers, finding themselves faced with peaks and valleys of demand, are now successfully eliminating them by more and better advertising in new fields which give them an opportunity to take up the slack during dull periods. However, little competitors, with low costs and either with or without advertising, are picking up local business which is cutting into the volume of the large business whose efforts and attention are controlled by larger problems. The only answer is to increase the advertising appropriation and try to tap new fields and blanket the old fields more thoroughly. Many advertisers must feel that they are facing or will face this situation in the near future.

The question now arises (I am not predicting, I am merely inquiring), is it possible that some day advertising costs will get so large that all production economies will be absorbed? Up to the present time we have been in a period when every increase in advertising has decreased unit production costs by more than the equivalent of the increased cost of advertising. If the time ever arrives when this is not the case, it will not necessarily mean the abandonment of advertising but it will mean a

slowing up of the rate of increase in advertising because then, as now, the burden of the cost of advertising must be borne by someone who will refuse to increase the burden unless the increase effects a correspondingly greater decrease in production costs.

Beauty Preparations Account to Cecil, Warwick & Cecil

Louis Phillipe, Inc., New York, maker of Angelus Rouge Incarnat, Angelus Almond Cream and other beauty preparations, has placed its advertising account with the New York office of Cecil, Warwick & Cecil, Inc., advertising agency. A program of advertising and sales expansion is being planned for the coming fall and winter season.

Industrial Alcohol Institute Plans Advertising Campaign

The Industrial Alcohol Institute, Inc., New York, formerly the Industrial Alcohol Manufacturers Association, is planning a campaign on denatured alcohol as an anti-freeze mixture. Newspapers and magazines will be used to explain the proper use of alcohol in radiators. The J. Walter Thompson Company is directing this campaign.

Frank Grady Joins Redfield-Coupe, Inc.

Frank Grady, formerly with The H. K. McCann Company, New York, and later with the H. W. Kastor & Sons Company, Inc., also at New York, has joined Redfield-Coupe, Inc., New York advertising agency, to take charge of its copy and plan division.

C. S. Bailey with New York "Telegram"

Charles Stanley Bailey has joined the national advertising department of the New York Telegram. For the last five years he has been with the New York office of Prudden, King and Prudden, Inc.

Marion, Ind., "Chronicle" Appoints Allen-Klapp

The Marion, Ind., Chronicle has appointed The Allen-Klapp Company, publishers' representative, as its advertising representative in both Eastern and Western territory, effective September 1.

Waynesboro "Record Herald" Buys "Press"

The Waynesboro, Pa., Record Herald has acquired the Waynesboro Press. Publication of the Press has been suspended.

shrewd space buyers

no longer place a metropolitan newspaper on a "list" just because it has a large circulation.

the selected paper nowadays must be "completely" qualified.

—but when they find a newspaper that not only has the largest circulation, but also

carries the greatest volume of advertising of any daily in the field

—and whose circulation is concentrated 96% right in the heart of the richest, per capita, market in the whole world,

then the selection is easily made.

—and that's why most space-buyers know that

***Any Schedule Designed to Cover
Los Angeles Must Begin With The***

LOS ANGELES EVENING HERALD

Represented in

New York
by
HERBERT W. MOLONEY,
342 Madison Ave.

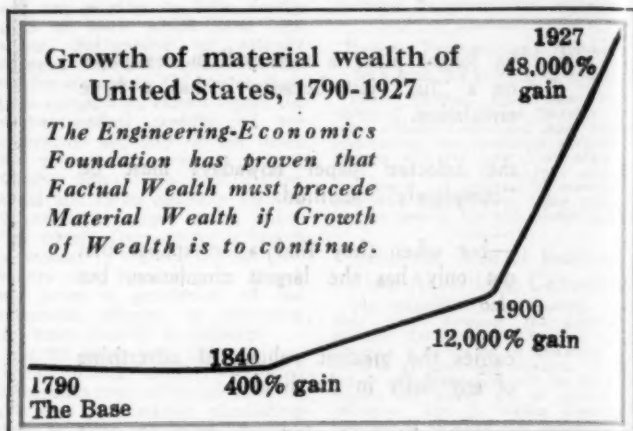
Chicago
by
JOHN H. LEDERER,
910 Hearst Bldg.

San Francisco
by
A. J. MORRIS HILL,
610 Hearst Bldg.



The Bulletin

of Marketing Facts for Agents & Advertisers



Dr. Godfrey tells why advertising is declining

DR. GODFREY'S address on "The Growth of Wealth," delivered before the I.A.A. convention at Detroit, is both startling and stimulating in its implications as to current advertising practice and the function of the business press in the existing buyers' market.

By an amazing revela-

tion of facts, based upon the scientific inquiry of the Engineering-Economics Foundation, of which he is president, Dr. Godfrey demonstrated that the growth of what he terms "Factual Wealth," (meaning knowledge of goods and services by producers, distributors and consumers) precedes and exactly parallels

"Material Wealth" (meaning the goods and services themselves).

The function of National Advertising ac-

cording to Dr. Godfrey is to create "Factual Wealth" on the part of producers and distributors as well as of consumers.

The Function of Advertising is to Create Demand

"In a buyer's market advertising should advance. The fact that it does not indicates that the current conception of the function of advertising must be unsound."

SINCE machines have out-run the needs and work of the people, there has resulted a "buyer's market," in which the creation of "Factual Wealth" through National Advertising (consumer education) should logically proceed upon a broader scale and with a de-

gree of effectiveness far greater than ever before. The fact that the reverse is true, that national advertising volume is shrinking, and seemingly becoming less productive, indicates according to Dr. Godfrey a prevalent misconception of its function.

The Function of the Business Press is to Show the Way

THE function of the business press, which heretofore very properly has been the creation of "Factual Wealth" primarily by the education of manufacturers and distributors in the technic of production and service, must now be broadened according to Dr. Godfrey, to give equal emphasis to the

education of each industry and trade in the technic of selling the consumer and developing the market. In recognition of this obligation—and of the new situation created by the buyers' market—the A.B.P. feels that it may undertake the leadership of the business press in this broadening process.

"Every ABP Paper is an ABC

Paper!"

The Associated Business
No. 52 Vanderbilt Avenue



Papers Inc.
New York

310 Companies Show an 8 Per Cent Increase in Profits for First Half of 1928

This Analysis Shows That Earnings for the Second Quarter of the Year Registered Marked Improvement Over Earnings for the First Quarter

[EDITORIAL NOTE: There has been perhaps an unprecedented amount of talk this year regarding the effect a Presidential election has on business. So far, as this analysis indicates, business, instead of being retarded, has moved ahead of 1927. Of course, the last half of the year will meet a more severe test. However, it is encouraging to know that profits for the second quarter exceeded those for the first and it is hoped that this momentum will carry over into the last half of the year.]

PROFITS of general business corporations for the first six months are somewhat higher than in the first six months last year. The statements now available for 310 companies show this increase to be 8 per cent. It is reduced to 6 per cent, however, when the earnings of the United States Steel and the General Motors corporations are deducted. Of these 310 companies, 190 have had larger incomes in the past half-year than in the same period a year ago, while 120 reported smaller earnings. Substantial increases occurred in the copper, motor and

acted by a comparison of each quarter with the corresponding period of 1927. The earnings of 213 industrial companies exclusive of United States Steel and General Motors were the same as last year in the first quarter, whereas in the second quarters there was an increase of 19 per cent. The number of companies reporting increases of income over the same period of 1927 was larger in the second quarter of this year than in the first.

The tables following summarize the changes in the quarterly and half-year earnings where representation is large enough to be of significance.

In the following industries (see table below) earnings were larger in the first half of 1928 than in the similar period of 1927. The available quarterly changes are also given for comparison. The number of companies reporting quarterly, it will be noted, is smaller than for the half-year.

Group	No. of Cos.	—Per cent change— 1927-1928		No. of Cos.	Per cent change 1927-1928 1st 6 mos.
		1st Quar.	2nd Quar.		
Copper	7	+29	+64	8	+45
Motor equipment	14	+11	+44	19	+26
Motor	13	+28	+20	19	+23
Chemical	9	+7	+17	11	+13
Retail Chain Stores	12	+14	+28	17	+12
Food and Allied Products	22	+5	+2	29	+6
Petroleum	25	-53	+61	29	+4

motor accessory fields and in the general miscellaneous group. Although only a small number of returns are available in the leather and rayon groups, sizable gains are also indicated in these industries.

That the second quarter of the current year registered marked improvement over the first is indi-

The groups whose earnings declined in the first six months this year from the corresponding period last year are shown in the table on page 113.

Earnings of thirty-two public utility corporations during the first six months this year were 12 per cent greater than in the first half of 1927. Excluding the American Telephone and Telegraph Company whose profits showed a 7 per cent gain, the increase of

Reprinted from "Commerce Monthly," published by the National Bank of Commerce in New York.

the thirty-one companies is raised to 16 per cent. The continued upward trend is disclosed by a comparison of the first and second quarter earnings with the corresponding periods a year ago. The second quarter's gain over 1927

companies also fared well with a corresponding gain of 17 per cent.

The rate of increase over last year in motor earnings was lower in the second quarter than in the first. Thirteen companies, reporting quarterly, increased their in-

Group	No. of Cos.	—Per cent change— 1927-1928		No. of Cos.	Per cent change 1927-1928 1st 6 mos.
		1st Quar.	2nd Quar.		
Coal	5	-53	-51	6	-61
Railway equipment	5	-43	-41	8	-34
Building materials	8	-11	-12	15	-16
Iron and steel	16	-21	+ 4	17	- 8

was 13 per cent compared with a gain of 11 per cent. in the first quarter.

Statements for the half-year gave further evidence of the favorable profit situation in the utility field with twenty-three of the companies reporting increases over the first six months of last year. Nine companies reported smaller earnings than in 1927 and, of these, six were traction companies.

The net operating income of 185 Class I railroads during the first six months was 2 per cent less than reported for the first six months last year. Again the trend of earnings has improved, in the second quarter, as these railroad profits declined but 1 per cent in that quarter against 4 per cent in the first three months, each compared with the corresponding period of 1927.

Those industries with a sufficiently representative number of companies are reviewed in detail here, while other industries are included only in the totals.

MOTOR INDUSTRY

The automobile industry, exclusive of the Ford Motor Company, in the first half of this year showed a decided improvement in earnings over the same period last year. This is revealed by the reports of nineteen companies which disclosed an aggregate gain in earnings of 23 per cent over the first half of 1927.

The net income of the General Motors Corporation was \$161,000,000 for the half-year compared with \$129,000,000 in the same period a year ago, a gain of 25 per cent. The remaining eighteen

come 28 per cent in the first quarter over the same quarter of 1927, while in the second-quarter comparison, the increase fell to 20 per cent. The earnings in the second quarter this year were 37 per cent greater than the first quarter as compared with a gain of 46 per cent in 1927, further reflecting the well sustained activity in the motor industry.

A comparison of individual reports for the first half of this year with last year showed that there has been excellent progress in the profits of the Packard Motor Car Company, the Hupp Motor Car Corporation, the Chrysler Corporation and the White Motor Company. Only seven of the nineteen companies had smaller incomes this year than in the first half of 1927.

IRON AND STEEL

Profits this year in the iron and steel industry, although still below last year's level, displayed an upward trend in the second quarter. In the first quarter the industry as a whole earned 21 per cent less than in the same quarter a year ago, while in the second quarter there was a gain of 4 per cent over last year. There was also an increase of 28 per cent in the second quarter over the first this year which is a marked contrast with the 2 per cent decline recorded in a similar comparison last year. These comparisons are undoubtedly evidence of a substantial improvement that has recently occurred in this industry.

The net income reported by seventeen companies for the half-year was 8 per cent less than in

COMMON INDUSTRIAL MARKETING

* *The Changing Job in the Advertising Department*

It has come with a great shock of surprise to many business men to realize that in the complex thing which we call a market, with its contending offers, sales did not and could not take care of themselves, and that they never will.

The advertising and sales departments are going to be put on a basis where they can accurately and definitely demonstrate the value of their contribution to the profit or loss in a business. This will be shocking news to some advertising departments, many publishers, many advertising agencies; but let them be reassured that once they have met the tests they will have demonstrated their necessity to every business in proportion as they will be able to meet the requirements of the new standards of performance.

* *Theme of address delivered by E. St. Elmo Lewis at the Convention of the International Advertising Association. Reproduced text is from Mr. Lewis' manuscript.*

McGRAW-HILL

New York

Chicago

Cleveland

St. Louis

AND ADVERTISING PROBLEMS

No. 33 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

The really shocking thing in connection with this viewpoint is that, knowing what selling and advertising needs, so few of us are doing anything about it. There is general recognition on the part of business that selling and advertising must be stripped of much of its guesswork. This is plain to anyone who has had the chance to read the written responses of leaders in business and advertising to the pioneer work done since 1923 by the Marketing Counselors Staff of the McGraw-Hill organization.

This research began in a broad way in 1923 and became public property with the launching in 1925 of *Industrial Marketing*. It has been extended and refined in the current study, *Industrial Marketing at Work*.

The task has not stopped here. There is a wealth of facts to bring to light in just this single field of industrial selling. We hope with Mr. Lewis that there will be greater competition in research aimed at bringing out these facts.

PUBLICATIONS

Philadelphia

San Francisco

London

the first half of last year. The earnings of the United States Steel Corporation alone declined 10 per cent and, when this concern was excluded from the total, the remaining sixteen companies showed a decrease of but 4 per cent.

Eleven of the seventeen companies reporting have improved their earnings from 6 to nearly 100 per cent over the first half of last year. The total advance, however, was more than offset by the decline of the remaining six companies because of their greater importance in the industry. Substantial increases in net income were shown by the Otis Steel Company, as well as by the Wheeling Steel Corporation and the Inland Steel Company.

PETROLEUM

Net profits in the petroleum industry for the first half of 1928 as disclosed by the reports of twenty-nine companies increased 4 per cent from the corresponding period in 1927. Although aggregate earnings for the first quarter were sharply under those of last year there was a substantial gain in the second quarter, which made the half-year compare favorably with that of a year ago. Statements of twenty-five companies revealed a decline in the first quarter of 53 per cent from the same quarter in 1927, while in the second quarter a gain of 61 per cent was made.

Individual reports for the half-year showed that twelve companies had increased earnings over a year ago and eleven had decreased them, while six reported a net loss for the period. The number of companies operating at a loss, however, was reduced by five from the first to the second quarter this year.

Much improvement was made by the Atlantic Refining Company whose statement for the half-year disclosed a net income of over \$5,500,000, against a deficit of \$1,500,000 a year ago. Further notable improvements in earnings were reported by the Sun Oil Company, the Associated Oil Company, the Richfield Oil Company

of California and the Tide Water Associated Oil Company.

BUILDING MATERIALS

Information now available indicates that net profits for companies connected with the building materials industry have been smaller in the first half of 1928 than in the corresponding period in 1927. The amount reported by fifteen companies decreased 16 per cent. Quarterly returns, however, available for eight companies, showed the second quarter's earnings to be practically unchanged from a year ago, but 15 per cent larger than in the first quarter this year, whereas the first quarter declined 11 per cent from the same quarter a year ago. In contrast to the generally unfavorable reports, there has been notable improvement in the earnings of several individual companies, including a sizable gain reported by the Otis Elevator Company, and smaller increases for the Standard Sanitary Manufacturing Company, the International Cement Corporation and the Harbison Walker Refractories Company.

CHEMICALS

The chemical industry has made very favorable progress during the first half of 1928. The total earnings of eleven companies were 13 per cent larger than in the same period last year, while only two concerns reported smaller income. Although there was substantial improvement in the first quarter, when profits increased 7 per cent over the same quarter in 1927, the advance in the second quarter was even more marked, with aggregate earnings 17 per cent larger than in the second quarter of the previous year. One company had a deficit in the first quarter, but reported income in the second.

The distribution of earnings among the individual companies was fairly regular, as the majority reported earnings from 10 to 30 per cent higher than in the first half of 1927. The net income of the National Distillers

Products Corporation increased remarkably for the half-year. Other companies whose statements disclose notable advances are the Columbian Carbon Company, the Hercules Powder Company, the Air Reduction Company, Inc., and the Union Carbide and Carbon Corporation.

COPPER

Companies engaged in copper mining and manufacturing have made remarkable improvement in their earnings in the first half of 1928 compared with the first half of last year. The total net income reported by eight companies was 45 per cent larger than that of the corresponding period in 1927.

In the first quarter this year the earnings of seven companies were 29 per cent greater than in the first quarter of 1927 and the improvement in the second quarter, an increase of 64 per cent, was even more pronounced. There is further evidence of this marked upward trend in a comparison of the earnings for the second quarter this year with the first, when a gain of 34 per cent was recorded. A similar comparison for 1927 disclosed only a gain of 5 per cent.

COAL

The income statements of six coal companies for the current half-year gave further evidence of the depression which this industry has been facing for some time. Total profits reported by these companies declined in the first six months more than 50 per cent from those of a year ago. The second quarter's earnings were considerably less than those of the preceding quarter, both this year and last. A few concerns, including the St. Louis Rocky Mountain and Pacific Company and the Pond Creek Pocahontas Company, have increased their profits for the first half of 1928, but the gains have been relatively small.

FOOD AND ALLIED PRODUCTS

The earnings of twenty-nine companies engaged in the manufacture of food and allied prod-

ucts gained 6 per cent in the first half of this year over the corresponding period last year. Twenty-five of these companies reported comparative increases in their half-year earnings ranging from 1 to more than 100 per cent, while only four of the twenty-seven received smaller incomes. Furthermore, many of the smaller concerns reported substantial improvement, but their earnings were too small to affect the total.

The first- and second-quarter comparisons of this year with last, based on the returns of twenty-two companies, revealed gains of 5 and 2 per cent respectively, nearly the same in each quarter. Seventeen companies had better earnings in the second quarter this year than in the same quarter of 1927, compared with fifteen in the first.

RETAIL CHAIN STORES

The profits of seventeen retail chain stores in the past half-year were 12 per cent larger than they were in the same period in 1927. Within this group the grocery firms have, in general, had larger increases than any of the other specific lines, though satisfactory advances have occurred in the earnings of most of the restaurant, candy, shoe and 10-cent stores. Those companies doing primarily a household equipment and furniture business have reported less profit than in the first six months of 1927.

Exceptionally large gains in income this half-year over the same period last year were reported by the Walgreen Company, the Frank G. Shattuck Company, Safeway Stores, Inc., and the David Pender Grocery Company.

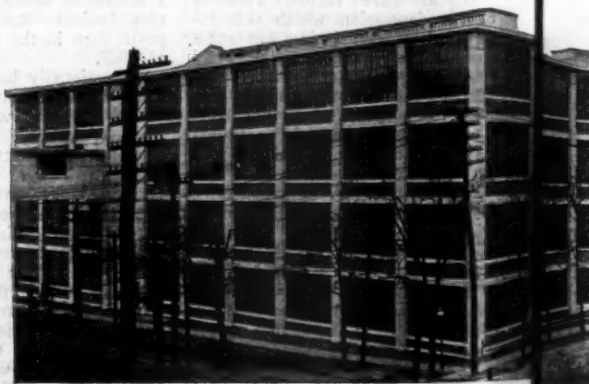
Much improvement was shown in the retail chain-store group in the second quarter of this year. Profits of twelve chains were 33 per cent higher than in the preceding quarter and 28 per cent higher than in the second quarter last year, while the earnings of the first quarter were 14 per cent greater than in the same quarter a year ago, reflecting a steady growth in this type of distribution.

Alucrative field machine shop equipment

DO you know that the textile industry has many mill repair departments larger than good sized machine shops—that it spends, annually, tremendous sums for repair shop maintenance?

Below you see illustrated a textile repair shop. This four-story building houses the mechanical department of one of the large carpet mills. All maintenance, equipment and plant repair work is carried on under this one roof.

If you are a manufacturer of machine shop equipment, do not overlook this "industry within an industry." There is a sizeable market here for lathes, drills, milling machines, hoists, bolt cutters, grinders, transmission equipment, etc.



for builders of

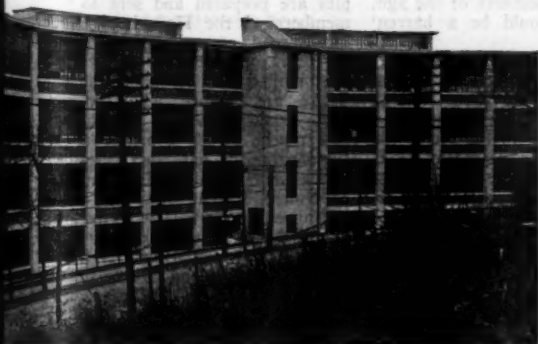
Textile Manufacture is the Second Industry of the country, yet one of the most accessible. It is concentrated in large units—it has fewer executives per thousand workers than any other industry. Picture an industry whose largest establishments require the services of hundreds of men in their repair department alone.

You can obtain what amounts to blanket coverage of this gigantic industry through one paper—**TEXTILE WORLD**. Let us tell you something of the buying habits of the textile industry and the part **TEXTILE WORLD** plays in reaching this important market. Send for our booklet "How To Sell To Textile Mills."

Textile World

Largest net paid circulation in the textile field

334 FOURTH AVE., NEW YORK



Let Your Salesmen Test That New Product

The Fuller Brush Company Has Found That Any Group of Its Salesmen, Taken in Sufficient Number, Can Tell Pretty Well Whether a New Item Is Good or Bad

By Everett R. Smith

Advertising Manager, The Fuller Brush Company

IN the public acceptance of a new article, several factors seem to have a decided influence.

First of all, of course, is the actual and apparent merit of the article itself. Then we have the public's acceptance of the reliability of the manufacturer and of the reliance which may be placed in any new product based upon past experience with his previous products.

But regardless of these and other factors, there is another item which probably has as much influence as any in the readiness with which the public accepts the new article; that is the enthusiasm with which the article is presented.

How often have we all gone into a retail store and bought some article we had no intention of buying and had no knowledge that we needed—just because some clerk was tremendously enthusiastic over it and brought it to our attention as something new which we must have or we would be missing one of the greatest features of the age and our life would be a barren thing.

The chances are that the retail clerk became enthusiastic over this product because of some enthusiasm which emanated in one manner or another from the manufacturer through his representatives.

How much more important is it, then, that the representative of a direct house-to-house selling organization shall be enthusiastic over the new product which he presents to the customer. That is one of the problems which is constantly confronting The Fuller Brush Company, whose policy it has been for some time to present two or three new products of merit and value to the consuming public each year.

The ideas for these new products come from various sources. Many of them, of course, come from the experimental and development department of the company itself; others come from officers of the company; many of them come from the salesmen in the field organization of more than 4,000 men; some come direct from consumers who write to the company. Of those new ideas which come from the field organization, many of them, in turn, have been received by the field organization from their customers.

But whatever the source of the new product, its success is going to depend upon the enthusiasm with which the customer receives it.

THE HOUSEHOLD TESTING BUREAU

In our company there are several preliminary steps toward approaching the customer's viewpoint. After a product has been made up and approved by the New Items Committee, from 100 to 150 samples are prepared and sent to the members of the Household Testing Bureau, comprising that number of homekeepers in all parts of the United States and Canada. These are women who try out these products in their own homes and report to the company as to their value, as has been described in *PRINTERS' INK*.^{*} These reports, of course, indicate how the product appeals to a selected group of housewives. They are, perhaps, women who are particularly interested in labor and time-saving products for more efficiently keeping the home clean and sanitary.

But even when a report has been received from the Household Test-

^{*}"Fuller Advertisers Its Nation-Wide Laboratory," February 11, 1926.

—and common sense.

[The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.]

MULHENS & KROPPF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
COLUMBIA PHONOGRAPH COMPANY, <i>The Viua-tonal Columbia; Columbia New Process Records</i>	1913 1914 1915 1916 1917 — — — — — 1925 1926 1927 1928
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
THOS. A. EDISON, INC., <i>The Ediphone</i>	1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
THE TEXAS COMPANY, <i>Tamaco Petroleum Products</i>	1920 1921 1922 1923 1924 1925 1926 1927 1928
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 1920 1921 — — — — — 1928
S. W. FARMER, INC., <i>Adjusto-Lite; Farberware</i>	1920 1921 1922 1923 1924 1925 1926 1927 1928
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>	1921 1922 1923 1924 1925 1926 1927 1928
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 1926 1927 1928
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres, led by The Paramount in New York</i>	1926 1927 1928
KOLSTER RADIO CORPORATION, <i>Kolster Radios</i>	1927 1928
G. CERIBELLI & COMPANY, <i>Briacchi</i>	1927 1928
THE GEORGE W. LUFT COMPANY, INC., <i>Tangee Lipstick and other beauty aids</i>	1927 1928
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928
JULIUS KLORFEIN, <i>Garota Grande Cigars</i>	1928

Hanff-Metzger

Incorporated

Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

ing Bureau and the product accepted or modified according to its suggestions, the biggest part of the job still remains to be done. The most dependable contact which we or any other manufacturers have with our customers are our salesmen. They are constantly receiving suggestions and criticisms from the customers. They are closer by many degrees to the customer's viewpoint than are our own people at the factory and executive offices. So, after all, is not the salesman a better judge of a new product than the executives or producing organization of the company? We at least think he is apt to be, as a group, although as an individual he may not be.

For that reason we have developed a very definite procedure on new items which has been worked so successfully for several years that it is a part of our standard policy. Let me illustrate how this works.

About two and a half years ago we decided that it was absolutely necessary that we place a tooth-brush among the line of Fuller Brushes. There were various reasons why we had not wanted to do this from a production standpoint. The demands from our sales organization were so insistent, however, that we felt we must accede to them. After careful study and investigation we developed a tooth-brush which we felt was about right. It seemed to meet the approval of the dentists, but we had no idea whether it would meet the approval of the public as coming from The Fuller Brush Company.

We, therefore, made up a sufficient number of these brushes and took for our test one sales district, employing about 200 salesmen who are calling from house-to-house selling to our customers. A tooth-brush was sent to each salesman. He was told that he could order these tooth-brushes at a certain price and that they should be sold at a certain figure. He was charged with the tooth-brush which was sent to him. *Whether he should sell that tooth-brush or not was entirely up to him.* If

he so desired, he could return the tooth-brush and be credited for the amount charged on it. Or if he preferred, he could take that tooth-brush as a sample and secure orders for similar tooth-brushes from his customers. The salesmen kept the tooth-brushes and secured orders for them, so that considerable volume was sold. We, therefore, placed the tooth-brush in our line, releasing it to the entire organization and in the first year sold well over a million brushes which is a satisfactory business for the first year on any such item.

SALESMEN LIKE NEW MOP

A little over a year ago a small special mop was suggested. Many of us were very skeptical as to the value of this mop. However, we made up a number of them and sent them to the salesmen in one of our sales districts, in this case comprising 175 salesmen. These were sent in the same way as the tooth-brushes—charged to each salesman. He could either return the brush and receive credit for it, which would end the incident; or he could secure orders for it. These mops were left in this district for between three and four months and the results carefully tabulated. A few salesmen returned the mops. Nearly all of the salesmen kept them and very shortly a large volume of orders began to come in. Before the four months were over this mop was selling among the leading items in this district. We, therefore, decided to manufacture it on a larger scale and present it to our entire organization. In the first twelve months of its sale by the entire organization the volume of business on this one item amounted to nearly \$250,000. Our salesmen's judgment was confirmed.

These are only two of the instances showing how we use the judgment of our men and the extent to which we leave it up to the men. In every case we have found their collective judgment to be right so long as we use a sufficient number of them. Our procedure always is to present the new item to the men in one dis-



Above, left—The average manager subscribing to **HOTEL MANAGEMENT**, the business magazine of the industry, spends \$162,316 a year. A. B. C. circulation is 6830—two reasons why for 43 consecutive months this publication has carried more advertising than the corresponding issue of the year before.



Above, right—A 56% increase in A. B. C. circulation—a 62% increase in net paid advertising—this is the three year record of **RESTAURANT MANAGEMENT**, the business magazine of the restaurant industry.

Left—To date a 64% increase in advertising, over 1927, is the record of **INSTITUTIONAL MERCHANDISING**.

IN TUNE WITH OUR FIELDS

AS the hotel and restaurant industries set the style for the country in beautiful decorations and furnishings, so will the business publications serving these fields lead in their artistic make-up.

Striking, new, modern covers and unique inside treatment designed by Harry Roberts, Art Director of Montague Lee Co., Inc., appeared with the August issues of **HOTEL MANAGEMENT**, **RESTAURANT MANAGEMENT**

and **INSTITUTIONAL MERCHANDISING**.

The response from our readers indicates that they are as appreciative of art in their business publications as in their own hotels and restaurants.

If you have not yet seen the new covers we will gladly send you copies of the August issues.



**AHRENS PUBLISHING
COMPANY, Inc.**

Member of ABP, ABC, NPA


NEW YORK
40 E. 49th St.

CHICAGO
222 W. Adams St.



FIRST in PHILADELPHIA and SECOND in the NATIONAL FIELD

In Volume of National Rotogravure Advertising

GRAYBAR BUILDING NEW YORK

TELEPHONE. 3-330 LEXINGTON

GRAVURE SERVICE CORPORATION

Mr. E. I. Mason,
Business Manager,
Philadelphia Inquirer,
Philadelphia, Penna.

July 28, 1928.

Dear Mr. Mason:

Enclosed please find the gravure litharge figures for the first six months of 1928, as compared with the same period in 1927.

We wish to take this opportunity to congratulate the Philadelphia Inquirer upon the success of your rotogravure advertising, as you are the second newspaper in the United States in the amount of national gravure advertising carried for the first six months of this year. It will interest you to know that in the first six months of 1927 the Philadelphia Inquirer was twenty third on the list in amount of rotogravure advertising carried, national basis.

The first ten newspapers to amount of national gravure advertising for the first six months of 1928 are as follows:

1. Chicago Tribune	274,529 lines
2. Philadelphia Inquirer	226,599
3. New York Times	202,740
4. Los Angeles Times	200,944
5. Cleveland Plain Dealer	190,719
6. New York Herald Tribune	189,972
7. Detroit News	174,972
8. Boston Herald	172,176
9. Philadelphia Public Ledger	161,700
10. San Francisco Chronicle	151,326

Wishing you a continuance of this splendid work and thanking you for our hearty co-operation at all times,

Sincerely yours,
GRAVURE SERVICE CORPORATION.
J. C. Wilberding
Vice President.
J. C. Wilberding.
300 Broadway
NEW YORK
420 Broadway
LOS ANGELES
Chicago Office Building

CHICAGO: Major Building
CHATT: New Building

Offering the only color Rotogravure in the East outside of New York, The Philadelphia Inquirer's capacity for color advertising has been sold out for 1928. There is still time to arrange schedules for 1929.

The Philadelphia Inquirer

Pennsylvania's Greatest Newspaper
Branch Offices

NEW YORK CHICAGO SAN FRANCISCO
9 East 40th Street 360 N. Michigan Ave. 5 Third Street

strict and leave it entirely up to them as to whether they are interested enough to sell it or not. If they do not care to sell it, they can return the sample and receive full credit for it. There is no compulsion of any sort.

A while ago we decided to change radically a certain type of brush which we were making. The new type of brush discarded most of the features which our salesmen had been playing up for years as the most important selling points for the old brush. Again we presented it to the men in one district. We offered it to them along with the old brush. Some of the men accepted it and some did not. We sat back and waited for a few months. Very shortly we found that those who did accept it were selling it readily and were persuading the men who had rejected the item to try it out. Sales began to come along in a satisfactory fashion.

Recently we had an experience where an article did not go over. The idea was presented to us for a certain item which appealed very much to the executives and manufacturing organization. After considerable experiment and some expense we made up a small quantity of them. We sent these items out, as usual, to the salesmen in one district. Almost immediately most of them came back from the salesmen. Their verdict was decisively "thumbs down."

This was discouraging but we decided to wait a while and see what would happen. A certain proportion of the men in the district kept the item and evidently tried to sell it. The experience of these men, some of whom were even enthusiastic about the item and tried hard to sell it, nevertheless showed us that the first reaction of the group of salesmen in rejecting it by a considerable majority was right. The article did not sell. The quantity made up is now on its way to the junk pile.

So we have come to realize that any group of our salesmen, taken in sufficient number, can pretty nearly tell us whether an article is good or whether it is bad.

Time and again they tell us how it should be improved and we find their judgment worth following. Bear in mind that this is always a group judgment which we follow, and not the judgment of one or two individuals.

One of the fundamental policies of our company in presenting an item this way to the salesmen is to insist that they take it home, use it and try it themselves. In fact, on any items our men sell we urge, as strongly as possible, that they become familiar with the product in their own homes. Otherwise we know that they can never understand it, comprehend it thoroughly or be truly enthusiastic about it. But when our salesmen do accept an article whole-heartedly and go out to sell it, they go out with enthusiasm based on their own test and acceptance of the product—that enthusiasm which puts it over to the public—and the result brings success to that item, as witnessed with the tooth brush and mop mentioned above, and a dozen others which might be listed.

So it is our firm conviction that any manufacturer can place a great deal of dependence upon the group judgment of a sufficient number of his salesmen in the testing of any new product. The manufacturer is often and usually too close to his business. The outside expert is often too much of an expert. But the one in closest touch with the customer and who is most likely to react much as the customer will react, is the salesman. So by all means let your salesmen test that new product.

Frank Olsen Joins "The Outlook"

Frank Olsen has joined the staff of *The Outlook*, New York, in charge of financial advertising. He was formerly financial advertising representative on the staff of the New York Sun and the New York American.

A. M. Clapp Joins Clinton, Iowa, "Herald"

A. M. Clapp has been made business manager of the Clinton, Iowa, *Herald*. He was previously with the Sterling, Ill., *Gazette* in a similar capacity.

Association Advertising Failures

TELEGRAM

MERRILL ASSOCIATES SERVICE BUREAU
SALT LAKE CITY, UTAH

Editor of PRINTERS' INK:

Relative to the proposed national campaign of lumber retailers we have a list of successful association campaigns. Have you a record of national association campaigns that failed? If so wire at our expense, giving known reasons for failure.

MERRILL ASSOCIATES SERVICE BUREAU

THE great trouble with any effort to give a completely satisfactory answer to this particular question is the difficulty of defining exactly what constitutes an advertising failure, particularly in the case of a co-operative, or association campaign. Quite a number of articles have been published in *PRINTERS' INK* dealing both with various specific association campaigns, and with some of the principles illustrated in a number of such enterprises. Some of these articles have dealt quite frankly with certain mistakes made by some associations, and with various weaknesses in organization or method which developed in their advertising efforts. A list of these articles is available on request.

But the fact remains, that in a great many cases, anybody who unequivocally writes down a given co-operative campaign as a "failure" is taking a great deal more upon himself than *PRINTERS' INK* would care to do. It is much easier to pronounce certain of these enterprises successful; particularly those which have proved that they are successful by continuing on a steadily increasing scale, year by year.

On the other side of the picture it would be equally easy to compile a list of trade associations that used to advertise co-operatively, and that don't do it any more—or at least, not in anything like the volume they once employed. But the more you inquire into specific instances where this has happened, the less inclined you are to write "failure" after any particular one.

Of course there are some such campaigns which couldn't be called

anything else. But there are some of which it might be said as in the famous story of the great surgeon, "the operation was brilliantly successful, but the patient succumbed." In other words, the discontinuance of the campaign, and in some cases the disintegration of the association, was due to internal weaknesses of the organization, with which the advertising effort and its plan or organization had nothing whatever to do.

In quite a number of cases, the co-operative advertising has been far more successful, and accomplished far greater benefit to the industry, than the individual members of the association had the vision or knowledge to realize; and in some cases it is not too strong a statement to make, to say that a reactionary and narrow-minded majority has been responsible for abandoning a highly valuable advertising investment, just when it was commencing to pay handsome dividends.

There are many other cases of discontinued association campaigns, in which the program was originally adopted solely for the attainment of a definite and limited objective, and the advertising stopped the moment this objective appeared to be safely gained. In some of these cases, also, discontinuance of the advertising involved abandoning an investment of considerable value; but since nobody was able to make a majority of the association members see it, nothing could be done about it.

Cases of this kind make it very hard indeed to prepare a really fair and representative list of co-operative campaigns against each of which we would be willing to write the harsh word, "failure."
—[Ed. *PRINTERS' INK*.

New Accounts for Andrew Cone Agency

The Aero Supply Manufacturing Company, College Point, N. Y., has placed its advertising account with the Andrew Cone General Advertising Agency, New York.

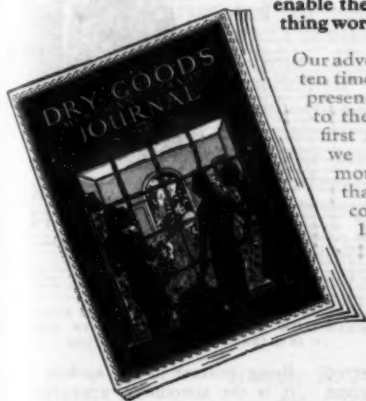
E. S. Twining & Company and the Continental Airways Terminal, both of New York, have also appointed the Cone agency to direct their advertising accounts.

FACTS *plus* EVIDENCE

- (1) Independent merchants in our field need the type of editorial matter published in the *Dry Goods Merchants Trade Journal* more today than they ever did. A constantly increasing number of them are reading this publication and reading it more intensively.

A comparison of our A. B. C. statement of June 30th, 1924, with our report to the Audit Bureau of Circulations of June 30th, 1928, shows an increase in net paid circulation during these four years of 35 percent . . . a greater, more steady and consistent gain in net paid circulation than that shown by any other dry goods publication during the same period.

- (2) An increasing number of advertisers are using space in the *Dry Goods Merchants Trade Journal* with a definite plan and in a big enough way to enable them to accomplish something worth while.



Our advertising revenue today is ten times what it was when our present management came into the business. During the first seven months of 1928 we carried 15½ percent more pages of advertising than we did during the corresponding issues of 1927.

Unusual service both to the reader and to the advertiser is the only explanation for such remarkable growth.

DRY GOODS Merchants Trade JOURNAL

Member of A. B. C.

181 Madison Avenue
New York
Ashland 7320

DES MOINES
IOWA

1800 Mallers Bldg.
Chicago
Central 4382

Finding a Front Row Seat for the Headline

As Much Attention Is Being Paid to Unconventional Settings for the Opening Copy Appeal as to the Illustrative Feature

By W. Livingston Larned

A SERIES of newspaper advertisements appeared recently with hand-lettered headlines featured in bottom position, where the signature usually claims first call. It was no more than a characteristic example of the current desire for novelty in headline display.

Which brings up the questions: Is there a one best position in every composition for the headline? If so, how can this position be determined? With so many factors to consider in building an advertisement, what points of science may be applied to the plotting out of those opening lines of copy which are of such vital importance?

As a rule, the temptation seems to be to begin a layout with the illustration, follow this with type blocks and signature, and in some manner or other find a little corner for the headline. Or it may be assumed that giving it top position, right across the full width of the advertisement, means superdisplay. Which is certainly not the case and the idea has been controverted time and time again of recent months by the most remarkable compositions wherein hand-lettered "leads" have dominated because of the genius of their placing.

The more modern plan is to begin a layout with the setting for the headline, and allow everything else to trail after. Which means, of course, that the visualizer is

willing to concede the true importance of these few words in relation to the other units of display. He will assure you, for example, that the headline deserves far greater consideration than the picture which accompanies it.

The clock said "YES"

The clock said "NO"

The clock doesn't matter now!

SANKA
DECAFFEINATED COFFEE
WITH THE NEW
CURRY SERVICE

SANKA
DECAFFEINATED COFFEE

THE HEADLINE IN THIS ADVERTISEMENT HAS SWEEP AND MOVEMENT BOTH IN ITS PHRASING AND IN THE WAY IT IS MESHED WITH THE PICTURE

THE HEADLINE IN THIS ADVERTISEMENT HAS SWEEP AND MOVEMENT BOTH IN ITS PHRASING AND IN THE WAY IT IS MESHED WITH THE PICTURE

Being nearest to the spoken word, it is the announcer, appearing before the curtain while the audience pays strict attention, out of sheer curiosity if for no other reason.

That something more can be done than to run a few lines of type across the advertisement, top position, or hand-letter a phrase alongside an illustration, seems to be definitely understood. The headline has become not alone pictorial in

Spiking a Rumor—

POSTAL TELEGRAPH - COMMERCIAL CABLES

CLARENCE H. MACKAY, President

**TELEGRAMS
TO ALL
AMERICA**



**CABLEGRAMS
TO ALL
THE WORLD**

1980

August 27, 1928.

It is rumored so persistently that Needlecraft Magazine has been bought by a group of capitalists and will be consolidated with several small-town publications, we deem it advisable to assure you that the rumor is both untrue and absurd and that Needlecraft Magazine is not for sale. We shall continue to give you a beautifully printed, highly distinctive, ably edited, perfectly sound publication with a net paid circulation of more than one million among the highest type of home makers in this country.

ROBERT B. JOHNSTON,
Advertising Manager.

A Market of
\$209,271,436.

invested in newspapers and magazines
alone by 369 of the firms subscribing to
THE PRINTERS' INK PUBLICATIONS



96.25%
Coverage

Representing 96.25% coverage
of the 421 leading national ap-
propriations in these two
forms of media

Interesting to Any Man Who Has A Marketing Problem



Subscribers to
PRINTERS' INK PUBLICATIONS
among concerns that advertise.
They represent all factors that
control or influence sales and
advertising.

the manner of its presentation, but surprisingly commanding, due to the unique character of the numerous display-frames provided for it. Some campaigns, and they have been distinctive to a degree, have depended upon dramatized headlines alone, the pictorial being omitted that they might have a clear field.

Some of the outstandingly original headline ideas, peculiar to modern composition procedure, may be mentioned as follows:

1. A greater understanding of the type faces employed for headline purposes, and the manner of spacing and emphasis.

2. Headline wording which is in itself illustrative and invites the more successful display of type.

3. Radical departures from the conventional in positioning lines of type or hand-drawn lettering. This may mean the most unconventional angles and topsy-turvy arrangements.

4. Peculiar compositions in which the headline is embedded in the illustration.

5. Tendency to override the old idea that a headline must invariably precede the text.

6. The color values in a composition designed to give first prominence to the headline, with the illustration secondary.

7. The headline assisted by from five to ten lines of subhead, in display type, dominantly displayed and featured.

8. Headlines so worded that they have to do with the picture only, and may therefore be placed irrespective of the copy.

9. The disposition to allow as much space in the advertisement as may seem necessary, in order to give it a sensationally important display. Sometimes one half or more of the advertisement is

devoted exclusively to headline.

10. Headlines which almost literally race all over the space, now here, now there, touching a picture, then turning away to a block of type, and then to another vignette picture.

11. Shorter wording, in which

The CHORE GIRL
Patented Knit Copper Sponge Ball instantly cleans pots and pans and does 243 other household chores

Here's a secret. With Chore Girl helping with your work in the kitchen you can have much more time for all those things you want to do. She cleans pots and pans like magic. So quickly you will be amazed. So beautifully you will be delighted.

The Chore Girl is made entirely of copper and cannot rust or splinter. Saving of soap and cleaners. Usable to the last shred.

At Woolworth's, Kresge's, Krav's, McCord's, at all other 5 and 10's, at Department, Hardware and good Grocery Stores.

10¢

THE CHORE GIRL'S TWIN BROTHER IS THE CHORE BOY

the indispensable copper-clad shrinkless scouring mitt for cleaning pots and pans, also 10¢

METAL TEXTILE CORPORATION, ORANGE, N. J., U. S. A.

THE METAL TEXTILE COMPANY FOLLOWS NO ORTHODOX RULES IN THE PLACING OF ITS HEADLINES

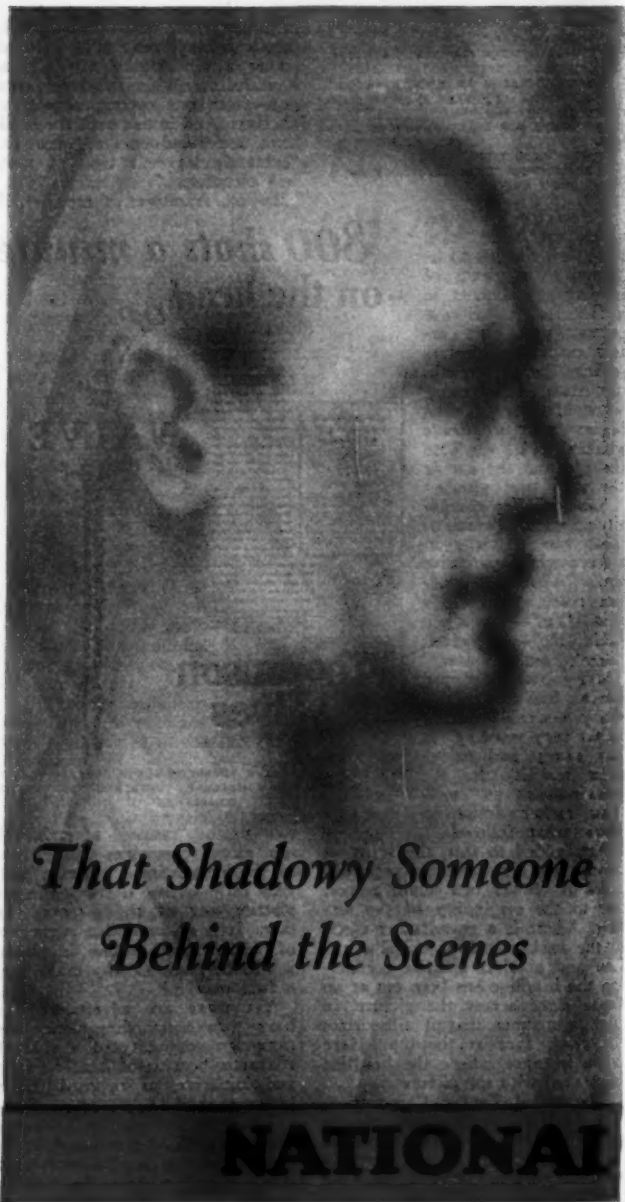
dynamic words supply a definite amount of atmosphere.

12. The ejaculatory form of headline, animated by exclamation points and liberal quotes and italics.

13. Headlines placed in a more logical position in the advertisement than would be possible under the old rule of top-position.

14. Meatier sentences, which, aside from all other considerations, is perhaps the most important step forward in modern advertising. What is said, is said in a far more interesting and "snappy" mood.

As example of the latter type, let me quote some recent headlines in which life, action and atmosphere are all present in liberal quantities:



*That Shadowy Someone
Behind the Scenes*

NATIONAL

EVERY salesman knows of his existence—that shadowy someone whom he never sees but who, nevertheless, is the actual court of final decision on the order the salesman seeks. Every associate and subordinate in the prospect organization can be favorable, yet if this one man behind the scenes says No, the salesman's case is hopeless.

One force can prove the salesman's friend in his hour of need. One force penetrates through to that hidden executive's private office or reaches him in his home study. That force is advertising space in his favorite business publication.

A simple method of determining which publication has the lion's share of this *Decisive Influence* circulation in the Oil Industry is to question the responsible heads of important oil companies as to their preference.

Edited from
TULSA, OKLA.
World Building
CHICAGO
35 East Wacker Drive
HOUSTON, TEXAS
West Building
NEW YORK
342 Madison Ave.
LOS ANGELES, CALIF.
Petroleum Securities
Building
Published from
CLEVELAND
1213 W. Third St.
Member:
A. B. C. A. B. F.

Human Interest Insures Reader-Interest



PETROLEUM NEWS

tire year's advertising. It is all the more significant due to the fact that these results have been secured with advertisements which do not use illustrations containing action, figures, or human interest. The headlines constitute, to an important degree, the "picture" and live up to this obligation in every manner.

By combining hand-lettered phrases with pictures of the valve, the latter a mere mechanical device of no great pictorial value for magazine display, the pages are made thoroughly alive with action. The eye responds to them at once.

"800 shots a minute . . . on the head of each valve" may be chosen as a characteristic headline. Note that this phrase allows for the pictorial idea which is employed. The hand-lettered words all start driving steadily downward, in unlimited space until the one word "valve" straightens out atop the picture of the valve itself. A blow is being struck by the lettering. There is movement all the while, and your eye is compelled to keep busy as it reads.

In every advertisement there are definitely superior places for a headline to be displayed to best advantage. They are seldom the more obvious places. The illustration itself may be tailored to make room for surprising mortises in eccentric shapes. And this without in the least detracting from the artist's work.

Nor is it necessary to have the illustration made to conform to a preliminary layout sketch, although this is best, of course. Close study of a drawing will frequently disclose opportunities for these unusually arranged headline mortises.

In practically every composition, there are areas which are of no

great importance in the telling of the picture story, and it is here that the visualizer finds fertile soil for his tricky displays. He is likely to discover that such displays of headlines can be made to run in extraordinarily close juxtaposition to the more vital factors of the illustration.

A figure is in action, and the



fire burns up-hill-COAL ROLLS DOWN

That's why this Gable Grate can save half your annual fuel bill

You need not be a coal merchant and a sufferer to know that fire burns up and coal rolls down.

You may pay too much each year for heat, because the heater in your cellar disregards these two simple laws of nature.

Salty grates and willing gables

Fire grates will not heat dwellings. They will and waste unless you feed them the more expensive fuels. Spencer Gable-Grates are designed. They make the fireplace hill. That is why they fit.

any one-looking grates heat, especially the inexpensive smaller sizes, like No. 1. Backflow collects on top of the grate.

You can do more out of these smaller heaters than, because they have built in small heat value when burned in a fireplace at the more expensive rates. No. 1. Backflow collects on top of the grate.

Spencer Gable-Grates are designed. They make the fireplace hill. That is why they fit.

Fire plays fireman

In this patent heater that is powered by a water-tightened design, the fire plays the fireman.



the nothing, will get to all answers. Fuel heats everything in the Gable-Grates.

Spencer Gable-Grates are designed. They make the fireplace hill. That is why they fit.

You can do more out of these smaller heaters than, because they have built in small heat value when burned in a fireplace at the more expensive rates. No. 1. Backflow collects on top of the grate.

Spencer Gable-Grates are designed. They make the fireplace hill. That is why they fit.

Fire plays fireman

In this patent heater that is powered by a water-tightened design, the fire plays the fireman.



SPENCER HEATERS

THE HEADLINE IN THIS DISPLAY FITS INTO THE LAYOUT EXCELLENTLY AND ALSO CONTAINS A PRINCIPAL SALES POINT

headline nestles close to this part of the composition; some character is speaking and what that character says is dramatized in a headline in the same immediate vicinity. The modern headline, then, attempts, always to make its appearance as if woven into the picture and not a detached statement, above or below.

Buy's Interest of J. F. Brockland in Brockland & Moore

Ralph Moore, president of Brockland & Moore, Inc., St. Louis advertising agency, has purchased the minority holding of J. F. Brockland. There will be no change in name.

M. L. Flood succeeds Mr. Brockland as secretary and treasurer.

Four Advertising Flivvers

(Continued from page 8)

we put some attractive advertisements in women's magazines with an offer of these instruction sheets free by mail to such as would inquire.

We had many inquiries coming in at considerably less than a dollar an inquiry (figuring on the basis of the total number of inquiries divided into the sum of money expended in advertising).

At the end of the year the agency man was brought on to the carpet by one of the stockholders, a prominent and wealthy New Englander, and a dialog ensued something like this, but somewhat longer:

Stockholder: Well, I want to see what you have to say about the money we have sunk in advertising.

Agent: Sunk! What do you mean by "sunk"?

Stockholder: Well, we started with so much money and it is all gone and I don't see that we have got anything for it.

Agent: Let me tell you what you have got. You have got a business well started.

Stockholder: But that isn't money.

Agent: It is worth money.

Stockholder: I don't see how you can figure that out. We had the money, and now we haven't got it.

Agent: You have a list of over 15,000 names of women who have shown interest in your product, many of them customers by mail.

Stockholder: What is that list of names worth?

Agent: \$20,000 easily, at a conservative estimate, considering its quality, its liveness and the use to which it is being put in interesting dealers. Then you have several thousand dollars of converted stock, inventory ready to sell. You have so many hundred dealers carrying your goods and well satisfied with their quality and salability, also such and such a number of jobbers, and the lists of jobbers and dealers are growing rapidly. Here again you have

\$10,000 at least of actual value in producing good-will.

You have in actual value for a going and growing business considerably more than double the amount of money which you put in and which you say is gone.

Stockholder: That all sounds very well from you who want to continue to spend our money, but I don't see it.

Agent: Please see it. You have a real business under way. It only needs to be financed a little further, to be managed a little better, as it easily can be, to grow into a big thing.

Stockholder: I can't see it.

And he couldn't, and that was the end of that account for the agent.

But that little business couldn't stop. Its product was fine. Later some big and profitable contracts were made with a large retail distributor, but the growing good-will of the trade name was lost here as the retailer's own name went on the product. The plant was enlarged. The World War put D. M. C. out of business, but only temporarily.

More than two years after the first advertising had stopped the manager of the mill told me, "Without any advertising or solicitation we are making over \$50 a week net profit on the orders by mail which still come in from the original card list of customers who wrote in to us that first year. So that the original advertising was all practically paid for in that way."

A beautiful business was being prepared for the hands of these gentlemen, but they could not see it. Why? Because a business with retail stores and lists of customers was very much out of their line. They were mill men. When they sold, they sold not at a big profit, by the gross or the dozen, but at a small profit percentage, by the train load or the year's output of a big mill.

The consumer was a stranger to them. They were fine, upstanding Yankee citizens of the old textile school. They had flirted with an adventurous idea in this little converting mill, but the adventure

Put your product on SEATTLE'S

HOMEKEEPERS' S
Ask Prudence

FRUITS AND VEGETABLES
85c 15c
CANTALOUPE 14c
LIMA BEANS 15c
DRIED TOMATOES 16c
DRIED LENTILS 25c
DRIED PEAS 49c

BREAD 3-25
PET MILK 5-45
BUTTER 5-25
IVORY SOAP 39
ROYAL BAKING POWDER 48
SNOW DRIFT 2-48
EAGLE BRAND MILK 19c
SEASIDE SOAP 49c

SEATTLE'S



The SEATTLE POST

W. W. Cheney
285 Madison Ave.
New York

D. Gall
112 Hearst
Chicago

TABLE !

Through the popular
"Prudence Penny" Department
 —and the exceptional P-I
 Merchandising Service

SEATTLE'S pocketbooks open to the wise advertiser who approaches them through the medium of the Seattle Post-Intelligencer . . . particularly is this true in the realm of *advertised foods*.

The Post-Intelligencer's Prudence Penny Department is trusted adviser to thousands of Seattle women, the purchasing agents of Seattle homes. Prudence Penny herself is "in the thick" of every movement for better home-making in Seattle. She reports in a single week 630 telephone calls . . . 416 letters . . . 358 visitors . . . 1300 recipes mimeographed for distribution . . . no unusual record, this, but statistics for a below-average week (August 6-11, 1928).

In keeping is the exceptional merchandising service of the Post-Intelligencer. It "goes the whole route" in seeing that your product, when advertised in the Post-Intelligencer, gets preferred treatment from wholesale and retail distributors.

The POST-INTELLIGENCER

The Progressive Newspaper in Progressive Seattle

D. Galbraith
 112 Hearst Bldg.,
 Chicago

A. R. Bartlett
 3-129 Gen. Motors
 Bldg., Detroit

T. C. Hoffmeyer
 625 Hearst Building
 San Francisco



EACH Packer display is built on a location selected with utmost care—each is “spotted” for unusual visibility—each is continually on the job selling something to those who see it. Complete Packer outdoor service now available in fifteen states.

PACKER ADVERTISING CORP.
Cleveland, Ohio


President

PACKER

**THE LARGEST EXCLUSIVE OUT DOOR
OPERATING COMPANY IN THE WORLD**



Eastern Representative:

H. J. MAHIN,

55 West 42nd Street,
New York, N. Y.

threatened to carry them too far. They got lost in uncharted seas. They didn't know the way through. In spite of themselves the wind carried them into some pretty good profit sailing, if I am correctly informed, but they might today be the owners of a great, steadily growing business with a brand worth millions.

Talk about waste in advertising! It is insignificant compared with the waste in genuine opportunity caused by timidity and ignorance in such cases, insignificant as compared with the wastage of inadequate financing of a product of sales possibilities where financing could easily be secured if reasonable faith were back of the effort to secure it.

If these Yankee gentlemen had been possessed of just a little of the real buying and selling instinct, Batten's would probably have to this day a mercerized cotton account of at least \$250,000 a year unless some other good agent had taken it away in the meantime.

Agent May Report Commission-Profits as "Earned Income"

ON review of a protest submitted by S. Roland Hall, operating an advertising agency at Easton, Pa., the Internal Revenue Department has upheld his claim that the entire income from his advertising agency activities should be regarded as "earned income." This decision constitutes a reversal of opinion as it previously had been ruled, through the Government collector at Scranton, that Mr. Hall could only take as "earned income" 20 per cent of his profit from that division of his agency work in which compensation came in the form of a commission from either the publisher or the advertiser.

It is essential to know, in studying this case, that the income in question is a personal income and not that of a corporation.

The case at issue, details of which were reported in PRINTERS'

INK of July 19, 1928, page 159, covered Mr. Hall's income tax return for 1925. In a last-minute action on this return before the time set for closing the Government's review of returns for 1925, he was informed that he would have to pay an additional amount on his income tax.

The argument of the Internal Revenue Department was that this advertising agent could not regard as "earned income" any profits that came in the form of commissions. It was willing, however, to so regard compensation items that came in the form of salaries, monthly retainers or fees. The department held that commission profits came through the use of capital and labor of others and were, therefore, not wholly "earned income."

This decision was protested by the taxpayer. On review of the argument submitted, the Internal Revenue Department has admitted that the taxpayer's entire income from advertising agency activities may be regarded as "earned income."

Ice Industry Recommends Larger Campaign Next Year

The National Publicity Committee of the National Association of Ice Industries held a meeting recently at New York together with the National Publicity Fund-Raising Committee at which it was agreed to recommend to the executive committee the appropriation of \$300,000 for national ice advertising during 1929. At this meeting it was also decided to conclude the 1928 national publicity program with color pages in the November and December issues of one monthly magazine and a black-and-white page in a weekly the first part of November. Business-papers will also be used during September and October.

It was reported that sales of trade development material continues to be heavy, and a big increase is expected this fall. From \$27,000 in 1927, the bureau will have sold over \$100,000 worth of trade development material at the end of 1928. Demoster MacMurphy, of Chicago, presided at the meeting.

Join Detroit "Times"

Richard W. Solon, formerly advertising manager of the Toledo, Ohio, *News Bee*, has joined the advertising staff of the Detroit *Times*. Another addition to the staff of the *Times* is Miss Selma H. Darmstadter, formerly with the Cleveland *Plain Dealer*.

Radio Corporation of America Advances E. C. Carlson

E. C. Carlson has been appointed assistant advertising manager in charge of sales promotion of the Radio Corporation of America, with headquarters at New York. He has been district advertising manager of this company at Chicago and formerly was with the Pillsbury Flour Mills Company, Minneapolis, and the Cheney Talking Machine Company.

In his new position, Mr. Carlson will have charge of all sales promotion activities and will co-ordinate the functions of the district advertising divisions with those of the general advertising department.

Los Angeles Chapter of California Agencies Elects

The Los Angeles chapter of the California Association of Advertising Agencies has elected Russell Lockwood, of the Lockwood-Shackelford Company, advertising agency, chairman, and Roy Alden, of Roy Alden & Associates, secretary.

Del Lupton Joins Wm. J. Morton Company

Del Lupton has joined the Chicago staff of the Wm. J. Morton Company, publishers' representative.

Holman & Connell Appoint Representatives

Holman & Connell, San Francisco, headquarters for the Associated Sunday Magazines group, have appointed Rugles & Brainard, New York, Eastern representatives; F. E. M. Cole, Inc., Chicago, Western representative, and Hallett E. Cole, Los Angeles, Southern California representative. This group includes the magazine sections of the following newspapers: San Francisco *Chronicle*, Oakland *Tribune*, Los Angeles *Times*, Portland *Oregonian*, Tacoma *Ledger*, Seattle *Times*, Spokane *Spokesman-Review* and the Salt Lake *Tribune*.

Sums Up the College-Man-in-Business Puzzle

JOHN WANAMAKER, NEW YORK
AUGUST 23, 1928.

Editor of PRINTERS' INK:

Your article, "Leaders or Just Scholars," [August 23 issue, page 65] is the best statement of the college-man-in-business puzzle that I have ever read.

RICHARD H. WALDO,
Management.

Rockford, Ill., Papers Merge

The Rockford, Ill., *Register-Gazette*, an evening paper, has merged, effective September 1, with the *Morning Star* under the title of Rockford Newspapers, Inc. Both papers will be continued.



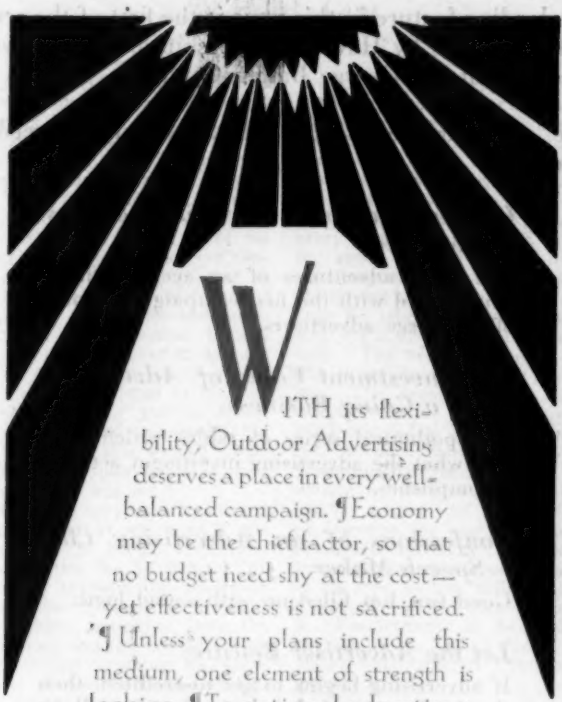
Brushes for personal and household use . . .
shaving cream, soaps, powder, an after-shaving
preparation . . . a host of parts and finished
products in brass, bronze and nickel silver . . .
shower baths, shower fixtures, plumbers' supplies
. . . flavoring extracts . . . builders' hard-
ware, mechanics' hand tools . . . egg beaters,
can openers—these are some of the products we
now advertise successfully for nearby manufac-
turers.

THE MANTERNACH COMPANY

Advertising

The Manternach Building · 55 Allyn Street
HARTFORD, CONNECTICUT

*You will not be obligated by calling in a
Walker & Co. man to present ideas and plans.*



WITH its flexibility, Outdoor Advertising deserves a place in every well-balanced campaign. ¶ Economy may be the chief factor, so that no budget need shy at the cost—yet effectiveness is not sacrificed. ¶ Unless your plans include this medium, one element of strength is lacking. ¶ To national advertisers, Walker & Co. offer a specialized Outdoor service co-ordinated with all the factors of your merchandising program

WALKER & CO.

OUTDOOR ADVERTISING

*Selling Representatives for POSTERS,
PAINTED and ELECTRIC DISPLAYS
throughout the United States and Canada*

Flint

DETROIT

Saginaw

Four Advertising Flivvers

The leading feature in this issue is the first of the series of five articles by Howard W. Dickinson, former vice-president of the George Batten Company.

The other articles which will appear in succeeding issues are:

Getting a Start as an Advertising Agency Executive

The early adventures of an agency official who helped with the first campaigns of some of our large advertisers.

The Investment Value of Advertising for a Going Business

A hypothetical series of tables which indicate what the advertising investment actually accomplishes.

Confessions of an Advertising Club Speech Maker

Good fun, but filled up with sound logic.

Let the Advertiser Beware!

If advertising begins to get discredited, then the louder the shouting the less it will be believed.

Everyone interested in advertising will appreciate these articles which are all brim full of concrete, personal experiences, actual incidents and anecdotes.

Watch for this series!

PRINTERS' INK

Du Pont Sends "Textless" Advertising Material to Foreign Agents

The Agents Insert as Much and Whatever Text They Want in the Blank Spaces in Folders and Window Displays

By H. H. Lank

Assistant Export Sales Manager, E. I. du Pont de Nemours & Co.,
Chemical Products Division

INASMUCH as the success of the products of the Chemical Products Division of the du Pont company depends upon the "color consciousness" of our customer-consumers, our literature for general distribution must be colorful. Experience has proved to us that color printing in almost all of the countries to which we export cannot compare favorably to that to which we are accustomed here.

In view of the marked superiority of the American leaflets, etc., we decided to offer to each one of our foreign agents advertising material printed in his own tongue, ready for general distribution to the consumer-public. On the face of it this seemed to be the logical solution, but as a matter of fact it was not.

Advertising copy must be adapted to the public to which it is appealing. It is logical, therefore, to assume that the Spanish text of a circular reaching the housewife and the man in the street in Spain should differ somewhat from the phraseology and the content of the same circular reaching the same type of persons in Cuba, Mexico, Peru or the Argentine.

There are certain idiomatic expressions in common use in France which are vaguely understood in Belgium, certain bits of phraseology currently heard in Portugal that are rarities in Brazil. And to complicate things further each agent as a rule had his own ideas as to the effectiveness of the text used in advertising material prepared in the United States. Aside from these points was one of dollars and cents. The principal was paying all of the literature bill whereas a participation in the expenses by the agent would no doubt have increased his interest.

Out of this maze of complications came an answer: Textless literature. The principal has the lithography or the plate printing done in America, and the agent has the text inserted locally. Due to the fact that we have had the good fortune of finding in every instance an English speaking agent, we can tell him in our own language what we believe he should tell the public in his. As a rule he takes the salient points and words them to suit his territory. The results obtained with this system have been very gratifying. The agent gets the double effectiveness of American color work adapted to his own vernacular. In such cases as China and Japan one can readily realize how willing we were to have the local agents assume the responsibility of inserting the text. The agent also feels somewhat flattered at times at the confidence we show in his copy writing ability, and as a general rule he does not abuse it. Furthermore, he has paid a portion of the bill, a factor that makes his interest perceptibly keener.

VARIATIONS IN COPY LENGTH

We have sent tens of thousands of these blank leaflets and folders to our agents throughout the world and the text which they have had printed in has varied in length, for the same piece of literature, from three to forty-six lines per page, depending entirely upon what the agent feels is best adapted to his peculiar needs. This wide variation does not necessarily indicate carelessness on the part of the agent.

To give a specific instance, our agent in the Dutch East Indies printed a folder in the Malay

Where Good Taste is Not A Lost Art

If you are observant—and every space buyer is—you have noticed how almost invariably Episcopal Churches can be readily identified by their distinguished architecture.

From the smallest ivy-clad church to the majestic cathedrals the Gothic arches and the decorative stone work have a tone which is unmistakable.

The difference between good taste and the lack of it is instinctive. It is proverbial that the same good taste found in Episcopal Church buildings also characterizes the homes of its communicants.

Discrimination is more than a matter of wealth and social position. It is an outgrowth of intellectual calibre. Readers of **THE CHURCHMAN** are people who buy what they want. If your product appeals to the discriminating, here is a preferred audience for your advertising message.

THE CHURCHMAN

2 West 47th Street
New York City

language and the same folder in Dutch. The same thought and consideration were given to each, but the agent, with his knowledge of the psychology of the two races found it advisable to limit the Malay text to three lines per page, whereas the Dutch folder contained forty-five lines per page.

The same idea, we have found, is applicable to window and counter display advertising. In fact it has permitted us to take advantage of the large runs made by our domestic department and obtain display material that would have proved to be too costly were we to have had it made up exclusively for export use. The export display material is the same as the domestic except in one respect—on the export material no lettering or wording other than the trade-mark appears. The agent has slips of paper printed in the local tongue (the wording of which corresponds roughly to the English copy we suggest) and pastes these in the blank portion of the display material. In order to derive full advantage of the large runs of domestic material the export department is shown the advance proof. At times we are able to suggest certain changes which, while not detracting from the effectiveness of the display in the domestic field, would make it more readily adapted to export use.

The import duty in many countries on advertising material is exorbitant. Unfortunately, up to the present time we have been forced to declare these textless folders, window and counter displays, etc., as advertising material because of certain cuts of labeled cans and trade-marks which clearly put it in that class. I think that it would be possible, however, for some companies to ship the textless color work to trustworthy foreign agents without any visible trade-mark. The trade-mark could be printed in locally and the material could perhaps claim entrance under some classification other than "advertising material."

If this could be done it would



AS THE POET SAYS,
"down through the ages"
 —HE'S RIGHT—

Federal electrical advertising displays are built of porcelain enameled steel for permanence. Therein lies one important reason for Federal's outstanding quality. Durable of structure, Federal displays will not scratch, burn, blister or tarnish; neither sun nor the elements can fade them. Like a china dish they can be washed easily whenever necessary. Hence, Federal displays are continuously dominating in appearance—brilliant at night, attractive in daylight. If you're sold on quality you'll choose Federal.

FEDERAL ELECTRIC COMPANY

8700 South State Street—CHICAGO

Claude Neon Federal Company

225 No. Michigan Ave., Chicago

Federal Brilliant Company

2531 Washington Ave., St. Louis

BALTIMORE
 BUFFALO
 CINCINNATI
 DALLAS
 DETROIT
 FT. WORTH

HOUSTON
 INDIANAPOLIS
 KANSAS CITY
 LEXINGTON
 LOUISVILLE
 MILWAUKEE

MINNEAPOLIS
 NEW ORLEANS
 NEW YORK
 PHILADELPHIA
 PITTSBURGH
 ROCHESTER

We bring to you a trained understanding of the facts you need to know about your markets and marketing, a skilled organization to procure those facts, and experienced judgment for translating them into sound marketing policies and methods.

R. O. EASTMAN Incorporated

7016 Euclid Avenue . . . Cleveland
113 West 42nd Street . . . New York

taste

That indefinable something—*good taste*—is best achieved in advertising literature by simplicity in design. Let us plan as well as print books & mail campaigns for you.



CURRIER & HARFORD • LTD

Selective Advertising

460 W 34th St • New York • Longacre 7856

in many cases effect a saving of as much as 75 cents per pound, import duty, due to the difference in classification.

In order to have a clear comprehension of the reception given the textless idea, some forty of our agents throughout the world were asked for a frank statement of opinion and there was but one reply to the effect that the method was unsatisfactory.

From Argentina came an enthusiastic letter saying among other things, "very suitable propaganda for this market." From Cuba, "Booklets with cuts but no printing matter are considered by us a very efficient and satisfactory method of advertising. Our experience is that while it has been easy enough to print in Spanish an approximate translation of the English, it would have been very difficult and very expensive to reproduce the color work." From Austria: "Such folders are a very useful method of advertising." From Norway: "An efficient method of advertising." From Czechoslovakia: "We find the idea very useful and very good." From Portugal: "Of the greatest interest." From Mexico: "Very effective." From the Dutch East Indies: "Send us all you can." From Venezuela: "Very valuable means of advertising."

Never before have we encountered such a uniformly enthusiastic response to any one type of advertising.

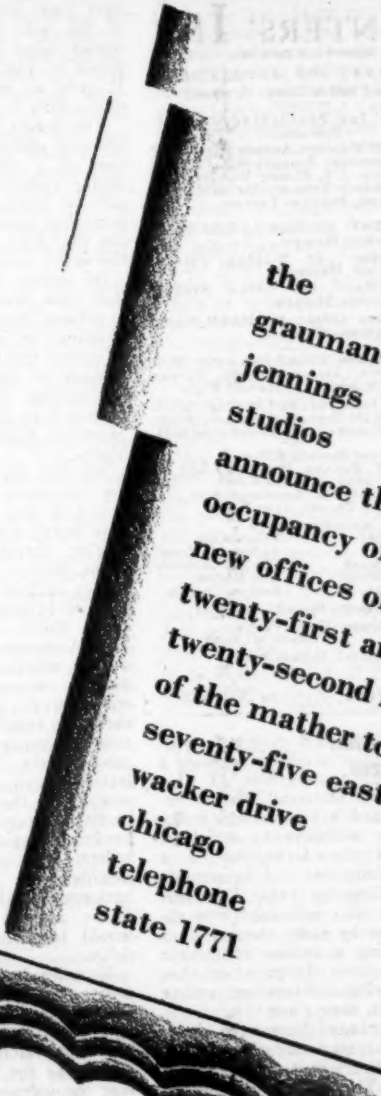
Spalding Black Joins Toronto Agency

Spalding Black has joined Thornton Purkis, Toronto, advertising agency. For the last seven years he has been with the Salada Tea Company, at that city, in an advertising capacity.

Wichita "Beacon" Appoints Lorenzen & Thompson

The Wichita, Kans., *Beacon* has appointed Lorenzen & Thompson, Inc., publishers' representative, as its national advertising representative.

John F. Edwards has become president of the newly organized Magazine Publishers, Inc., New York, and will continue his association with Ramer Reviews, Inc.



the
grauman-
jennings
studios
announce the
occupancy of
new offices on the
twenty-first and
twenty-second floors
of the mather tower
seventy-five east
wacker drive
chicago
telephone
state 1771

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., Inc.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GWO. M. KOHN, Manager.

St. Louis Office: 913 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGHENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
BERNARD A. GRIMES, News Editor

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Thomas F. Walsh, Eldridge Peterson
H. W. Marks, Don Masson
Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Frederic W. Read

London: Thomas Russell

NEW YORK, AUGUST 30, 1928

Distribution Changes Come Slowly

A national association covering a segment of the retail market recently issued a confidential bulletin to its members in which it announced the formation of a special committee to investigate direct selling by radio. In this bulletin it was intimated that direct selling by radio showed signs of becoming a serious competitor of retail stores. In proof of this, the following information, among other facts, was given:

One year ago, there were sixty-nine radio stations selling merchandise direct to consumers over the air. The annual volume of business done by these stations is from \$11,000,000 to \$13,000,000. One station alone will do \$5,000,000 this year. This station sold 1,019 tires in one day and aver-

ages 3,000 pounds of coffee daily. It has sold 2,000,000 pounds of binder twine and in one year disposed of 184,000 pair of overalls. It sells as many as 100 to 150 men's suits in one day.

The report mentions that plans are now under way for the formation of a chain of these direct-selling radio stations. Warehouses will be located in convenient and accessible points and it is pointed out that fifty stations could cover the entire country.

Of course the association feels that this development constitutes a serious menace to "legitimate" retailing. It is going to endeavor to induce the Federal Radio Commission to put these stations out of business. Failing in that, it is proposed to take the fight to the Supreme Court of the United States.

All this has a familiar ring. In the two-score years that PRINTERS' INK has been published, we have heard similar complaints and similar threats time and time again. First it was the mail-order houses against which the retailers rose up in arms. Then it was the chain stores. Then it was the house-to-house sellers, the coupon selling schemes and the plan of sending unrequested merchandise on approval. Against each one of these the retailers have raised the most strenuous objections. They have sought discriminatory legislation against all of them, and in some cases their efforts have been partially successful. Each one, according to spokesmen for the retailers, was going to drive the neighborhood merchant out of business, and if this calamity were to be averted something radical would have to be done without delay.

Now leaving aside, for the moment, the point that retailers do not exist by Divine right, and that if any better method of distribution comes along they will have to make way for it, the fact remains that the independent merchant has survived all of these merchandising innovations and, if anything, he is stronger today, as a group, than ever before. Many of the new methods of distribution have

fallen by the wayside. Coupon selling was ruled to be illegal by the Supreme Court. House-to-house selling, with a few individual exceptions, reached its peak several years ago. Sending unrequested merchandise on approval reached its crest a long time ago. Even the mail-order houses appear to have found that mail-order selling cannot grow beyond a certain point and the chains seem to be finding that the independent is giving them an increasingly stiff battle.

In view of these certain signs of a tenacious hold on life, we entertain no fear that direct selling over the radio is going to force many retailers to close up shop. The big point is this: Distribution changes come slowly. The retailer of today is the outgrowth of hundreds of years of merchandising development. There is little possibility that he will be overthrown in a year or in fifty years. And that is something which manufacturers who jump at every new form of distribution might bear in mind as well as retailers who are alarmed over every new development in distribution.

How Much Is It Really Worth?

Evidence accumulates—if it were needed—that the unquenchable soul of our old friend the press-agent suffered no permanent injury, nor his enterprise any serious impairment, from such humiliations and vexations as followed a slight overdose, a little too personally administered, of his favorite prescription of "publicity" in connection with his activities on behalf of the public utility industry and others.

This should not surprise anyone acquainted with that resilience of spirit that forms part of the birth-right alike of the "public relations counsel" and of his spiritual kin known scientifically as *Pulex Irritans*; or acquainted with the biological axiom reputedly enunciated by the late Phineas Taylor Barnum upon the respective birth-rates of the predatory and their victims.

Neither is it surprising to find a

noble community of purpose between the press-agent and his other fellow-laborer in the vineyard, the testimonial-inducer, nor to find both alike, true to form, attaching themselves whenever possible to such non-commercial enterprises of wide popular interest as Antarctic explorations, trans-Atlantic air flights, and so on.

All this was, we repeat, to be expected; the important question is, what if anything does it profit the advertiser who lends himself to the wiles of these gentry? No doubt to see your name, or your firm's or your product's name, in the news columns, or pictured in the rotogravure section or the news reel, induces an agreeable sensation beneath the upper portion of the waistcoat. But how much is it worth in dollars and cents of sales volume?

We are well aware that our occasional remarks upon the distinguishing habits and customs of the genus press-agent cause these gentlemen themselves more amusement than annoyance. The breeding-place of the press-agent is the pocket-book of the advertiser; and until it is closed to him by the realization of its owner that the returns to him are not worth their cost, press-agentry will continue to flourish.

Cleanliness, a Selling Factor

A factor which is becoming more and more important in selling of all kinds is cleanliness. Modern living has banished so much dirt and drudgery from our lives, that we are able to be on "party behaviour," as it might be called, more of the time. We can wear better clothes, keep ourselves freer from dirt and our surroundings in nicer condition.

Dustless roads and foolproof machinery now make motoring a clean pleasure. People start out for short runs, or long trips, with their cars polished to the limit and in their best clothes. In the course of the average run they need get neither of them soiled, except when they stop for fuel or minor repairs. Recognizing this

fact, the Ford Motor Company requires its dealers to change the work clothes of employees once a week, in order that patrons shall not get their cars or clothes soiled while the men are working. This may seem a small item, but it has been shown to produce dividends, because the car owner has no hesitation in coming to the service station at any time.

The same is true in other forms of business. It does a manufacturer little good to put his product in an expensive package, if it is to be sold in dirty surroundings and by slovenly people.

A ready-to-wear clothes manufacturer recently found the reason for a steadily declining sale of his dresses in a certain town, despite increased advertising and selling effort. Although the store was attractive and the salespeople smartly clad, economy was practiced in having an unsuitable class of fitters. And the customers, after one fitting, refused to return and subject themselves to a second unpleasant experience.

Personal cleanliness is constantly being stressed in advertising, with results which seem to justify its continuance in one form or another. And when you get a man dressed up in his Sunday clothes, you do not expect him to frequent his week-day haunts. It would be wise, therefore, when a product is dressed up, to pay a little attention to where it is supposed to go.

It Still Pays to Be Correct

Experienced advertising men seldom need cautioning upon the importance of accuracy. Too many things have happened within their own immediate observation that demonstrated the cost in dollars and cents of even slight and seemingly insignificant bits of carelessness in a device offered for the critical inspection of millions of readers. But for the benefit, both of the younger generation whose impulse it is to grow restive beneath the caution of their elders, and of the occasional business executive who finds it hard to be patient with what he considers excessive care, the old familiar moral still needs

to be drawn, from time to time, from a fresh instance.

Not so long ago, for example, a comparatively large and experienced advertiser published a new poster, to be used in a relatively limited field. The poster was not large, its position not remarkably commanding and its circulation, as poster circulation goes, by no means exceptional. As published, it happened, by one of those slips that sometimes elude even the most painstaking vigilance, to contain a single misspelled word.

The word was not a conspicuous or important one in the copy, nor did the mistake either obscure or change the sense. Furthermore, the poster had not been up twenty-four hours before the blunder was detected by the advertiser, and it was promptly taken down. And yet the advertiser received the next day no less than ten letters calling attention to the misspelled word.

It is generally believed that rather less than one person in ten who notices an incident of this kind will take the trouble to write a letter about it. It seems safe to say, therefore, that at least 100 potential or actual customers of this advertiser noticed and were at least slightly unpleasantly affected by this one tiny blunder in the first twenty-four hours of its existence. How many it would have eventually scored if permitted to remain, there is of course no telling, but is it too much to say that it might have been sufficient to transform this advertisement from a profitable investment into a distinctly unprofitable one?

There is great stress in most present-day advertising organizations upon the utmost possible care, pains and precision in the details of the general plan and the preliminary work. Much of the elaborate merchandising survey work we hear of impresses us as sheer ghost-dancing. But no amount of precision in execution can ever be too much.

George C. Anderson has formed the Anderson Sign Company at Cleveland. The company will specialize in the production of window displays, posters and show cards.

*Competent advertising agency
guidance is the solution to
successful advertising*

Intensive study of the sales development possibilities of each client, far in advance of current activities, is a cardinal principle of this organization, contributing largely to its record for long retention of accounts. Manufacturers of products of general use or consumption interested in the intimate advertising service of an advertising agency with almost a quarter-century of successful experience are invited to correspond.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING

228 NORTH LA SALLE STREET AT WACKER DRIVE

CHICAGO

Advertising Club News

Milwaukee Club Aids Midwest Market Week Conferences

Daily merchandising conferences are being conducted by the Milwaukee Advertising Club each morning during Midwest Market Week which is being held in conjunction with State Fair Week from August 27 to September 1. Midwest Market Week is being sponsored by the Milwaukee Association of Commerce for retail merchants from Wisconsin, Michigan, Iowa, Minnesota, Illinois and Northern Indiana.

In addition to invitations sent out by the Association of Commerce, Milwaukee wholesalers, jobbers and manufacturers have each sent out invitations to those merchants in whom they are interested. Arrangements for the conferences are in charge of James W. Fisk, president of the Milwaukee Advertising Club. The discussions will cover advertising, merchandising, financing and general store problems.

* * *

Portland Women's Club Appoints Committee Chairmen

Helen L. Woodward has been appointed chairman of committee chairmen of the Women's Advertising Club of Portland, Oreg., Metta Walker, chairman of the committee on advertising affiliations, international and coastal, and Goldene Vincent appointed chairman of the membership committee.

Mayme Ziegelman was elected to succeed Olive Malthouse, who has resigned as a member of the executive board.

* * *

F. B. Cooley Elected to Buffalo Bureau Directorate

Frederick B. Cooley, a director of the Buffalo branch of the Federal Reserve Bank of New York, has been elected a director of the Buffalo Better Business Bureau, Inc., to fill out the unexpired term of the late Charles Clifton of the Pierce Arrow Motor Car Company.

* * *

Elected Director of Richmond Club

A. E. Granphan, advertising manager of the Virginia-Carolina Chemical Corporation, with headquarters at Richmond, Va., has been elected to fill a vacancy on the board of directors of the Richmond Advertising Club.

* * *

Alpha Delta Sigma Adds New Chapters

New chapters of Alpha Delta Sigma, national advertising fraternity, have been installed at the University of Texas, Austin, Tex., the University of Nebraska, Lincoln, Neb., and the University of Ohio, Athens, Ohio.

Canton Club Starts Luncheon Meetings

The Canton, Ohio, Advertising Club started its 1928-29 season of luncheon meetings recently with a talk on "Advertising Research" by Ralph J. Failor, director of research of Eddy & Clark, Inc., Akron, Ohio, advertising agency.

Other speakers scheduled to address future luncheons are L. S. Hamaker, advertising manager of the Central Alloy Steel Corporation, Massillon, Ohio, who will speak on "Our Experience with Advertising"; E. B. Holsington, Northern Engraving Company, on "Photo-Engraving in Modern Advertising"; S. L. Berkebile, Diebold Safe & Lock Company, Canton, on "Why We Increased Our Advertising Appropriation" and E. R. Adler, Canton Engraving Company, on "Reproduction of Color Art."

* * *

Mayme L. Page Heads Detroit Women's Club

Mayme L. Page, in charge of research for the Direct Mail Advertising Association, is now president of the Women's Advertising Club of Detroit. May O. VanderPyl, of the Advertising Letter Service, is vice-president; B. Marjorie Perkey, Hopcraft and Company, Inc., secretary, and Ruth Y. Lichtenburg, Crowley-Milner Company, treasurer.

Ann Green, Campbell-Ewald Company, Inc., Amy Gosnell, The Playgoer Publishing Company, Edna E. Lynn, Boulevardier, Norma Upham Appel-Tucker Studio, and Gretta M. Watson, The Detroit Edison Company, are members of the board of directors.

* * *

Honors Howard C. Story

Howard C. Story, of Story, Brooks & Finley, Inc., publishers' representative, a former president of the Poor Richard Club of Philadelphia, was honored at a luncheon recently given by the club on the occasion of his fiftieth birthday. Over one hundred members were present.

* * *

New York Advertising Women to Meet

The League of Advertising Women of New York will hold its first fall meeting on September 4. Emily Connor and Janet MacRorie will talk on their visit to the International Press Convention at Cologne, Germany.

* * *

To Discuss Diversity in Advertising

"Diversity in Advertising" has been chosen as the program theme for the Women's Advertising Club of Cleveland for the coming year. Helen G. Johnson is chairman of the program committee.

Cleveland Agents to Entertain Publishers' Representatives

The annual field day at which publishers' representatives are the guests of the Cleveland Chapter of the American Association of Advertising Agencies, will be held at the Pine Ridge Country Club on September 14. D. Ziesing, of Fuller & Smith, Inc., is chairman of the invitation committee, with Philip C. Handerson, of the Griswold-Eshleman Company, chairman of the Field Day committee.

Frank J. McGinnis, of the Edwin A. Machen Company, has been elected general chairman of the Cleveland Chapter.

Seattle Club Appoints Committee Chairmen

The Advertising Club of Seattle has appointed the following committee chairmen for the coming year: Publicity, Paul Lovering; round table, Constance Patterson; program, Fred K. Chalenor; stunts, Frank Barney; entertainment, Mrs. T. J. Dillon; men's membership, Morton Schwabacher; women's membership, Viola Page; women's activities, Jane Culley; social affairs, Kenneth Schoenfeld; convention activities, Arthur Wichman, and university contact, R. P. Milne.

Colorado Newspapers Appoint Devine-Wallis

The following Colorado newspapers have appointed the Devine-Wallis Corporation, publishers' representative, as their national advertising representative: the *Alamosa Courier*, *Fort Morgan Times*, *Montrose Press*, *Telluride Journal*, *Longmont Times* and *Loveland Reporter-Herald*.

New Accounts for Frank M. Comrie

The Bersted Manufacturing Company, maker of electrical appliances, and the McMillan Radio Corporation, both of Chicago, have appointed the Frank M. Comrie Company, advertising agency of that city, to direct their advertising accounts. Newspapers and business papers will be used.

Don M. Parker Again Heads New York Amateur Golfers

Don M. Parker, vice-president of the Wales Advertising Company, New York, has been re-elected president of the New York Amateur Golf Association.

Aircraft Account to John H. Dunham

The American Eagle Aircraft Company, Kansas City, Mo., has placed its advertising account with the John H. Dunham Company, Chicago advertising agency.

Made Vice-Presidents of Vick Chemical Company

Allen T. Preyer, director of sales and advertising; H. B. Yates, sales manager; H. D. McKay, export manager in charge of export sales and advertising, and C. G. Yates, production manager, were made vice-presidents of the Vick Chemical Company, Greensboro, N. C., at a recent meeting of the company.

K. E. Prickett, formerly secretary-treasurer, also was elected a vice-president; F. M. Stearns, formerly assistant secretary-treasurer, was elected secretary-treasurer, and F. M. Parsons, assistant treasurer.

H. S. Richardson was re-elected president, and Lunsford Richardson and W. Y. Preyer, vice-presidents.

Nestle-LeMur Account to Jules P. Storm & Sons

The Nestle-LeMur Company, Inc., New York, formed through the merger of the C. Nestle Company, New York, and the LeMur Company, Cleveland, beauty parlor accessories, has appointed Jules P. Storm & Sons, Inc., New York advertising agency, to direct its advertising account. An educational program is planned among beauty parlor operators to assist them in giving better service.

Godfrey Humphrys, Treasurer, Toronto Agency

Godfrey Humphrys has been appointed treasurer of the William Findlay Company, Ltd., Toronto advertising agency. For the last five years he has been advertising manager of the *Guelph, Ont., Mercury*. He was formerly with the *Toronto Globe*.

New Account for Redfield-Coupe, Inc.

Barbara Gould, Ltd., New York, manufacturer of creams, lotions, lipsticks and compacts, has placed its advertising account with Redfield-Coupe, Inc., New York advertising agency. Magazines, newspapers and rotogravure advertising will be used.

Motor Account for O. S. Tyson Agency

The Zobel Electric Motor Corporation, Garwood, N. J., has appointed O. S. Tyson & Company, Inc., New York advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Joins Prudden, King & Prudden

C. A. Ritchie, formerly with M. C. Mogensen & Company, Inc., and the *Nassau Daily Review*, of Rockville Center, N. Y., has joined the New York staff of Prudden, King & Prudden, Inc., publishers' representative.

The Little Schoolmaster's Classroom

ON several occasions, the Schoolmaster has told of the folder he keeps in which he throws, helter skelter, clippings and other material referring to interesting items of information picked up here and there. This morning he made one of his periodic pilgrimages through the folder and selected a few choice bits for the edification of the Class.

One item was found quoting John N. Willys, automobile manufacturer, who had just returned from Europe, to the effect that American autos made for the German market ought to have more room between the seat and the steering wheel. He pointed out that the German, as a type, is heavier than the American and, while Mr. Willys diplomatically refrained from saying so, much of this additional weight is concentrated in that part of the anatomy which, when it becomes too conspicuous, is likely to interfere with easy steering.

* * *

Of course, this same need for slight changes in the product to make it suit foreign markets is something that all manufacturers would do well to consider. A second clipping in the Schoolmaster's folder lends added emphasis to this point. The clipping refers to a statement issued by Dr. Julius Klein, director of Foreign and Domestic Commerce of the Department of Commerce. Dr. Klein reported the experiences of an American manufacturer selling in China who had noted an extraordinarily large sale in China for the small hot-water bags usually known as "neuralgia bags." This manufacturer investigated and found that Chinese girls were buying these to use as hand-warmers in their muffs, and to hold against their faces to give them red cheeks. The Schoolmaster wonders whether this manufacturer found it advisable to adapt the design of the bags to these novel uses.

A third item picked from the folder was a letter addressed by an English reader of *PRINTERS' INK* to a member of the editorial staff. This colleague of the Schoolmaster boasts of a signature so illegible that he is seldom correctly addressed by new correspondents. With true courtesy, the English correspondent added a postscript to his letter reading: "P. S. Please forgive me if I have misread your signature." As it happens, he was one of the few who deciphered the name correctly.

* * *

A fourth exhibit was an advertisement of the Wamsutta Mills, taken from a hotel paper. It was headed: "7 ounces lighter means 1.4 cents less to launder." The text read, in part: "The ordinary 90x108 sheet weighs a little more than two pounds. The same size sheet of Wamsutta Percale weighs about half a pound less. The ordinary sheet costs 1.4 cents a day to launder at the usual rate of 3 cents a pound. Wamsutta Percale costs only 5 cents. Granted that the luxurious smoothness and finer texture of Wamsutta Percale costs more to start with. At the end of 15 months of laundering, however, that cent-and-a-half daily saving on the laundry bill for every sheet will pay back the original difference in cost, and your stock of Wamsutta Percale will still be good for several years more wear."

Score another strike for Old Man Specific. The old boy still can hold his own.

* * *

Finally, the Schoolmaster took out of his folder a booklet entitled: "Stunts That Sell," published by Michaels, Stern & Co. The booklet is offered to retailers handling the clothing of this well-known house. It contains a number of highly interesting stunt merchandising ideas actually used by dealers in various parts of the country.

The reason the Schoolmaster



THE MILAM BUILDING, San Antonio, Texas
Travis Investment Co., Owners George Willis, Architect

Selling the Right Men

Russell Hill, vice-president of the Travis Investment Company, and Charles Millard, general manager, took an active part in the creation of this new structure. They selected and purchased all materials and equipment used to construct and equip this fine structure. Building owners and managers have become the final deciding factors in the selection of materials and equipment for constructing and maintaining office, loft and apartment buildings. Are you including these important executives in your sales plans? You can talk to them every two weeks through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**.

Send for a copy of our Synopsis.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

Eastern Office: 100 East 42nd St., New York City

The MAN WE WANT Probably Has a Good Job Now

WE have built up one of the largest businesses of its kind in the world, and now we are looking for another advertising man for our export department, who will be more than a writer of good copy.

We want a man with a fair knowledge of layout and type, a man, too, who can originate plans, with ideas of his own which he is willing to defend but not to the last ditch.

He will be called upon to prepare newspaper advertisements, booklets, display material, outdoor advertising, and sales-promotion pieces.

He is probably employed at present, likes his job, and is doing it well, but is not averse to a change that would offer him greater possibilities.

Our man is probably a college graduate with at least four years of general advertising experience, during which he has written a good deal of effective copy. He should have a good working knowledge of Spanish. Other foreign languages, and export, newspaper, or selling experience would also be desirable, but are not essential.

We prefer a clean-cut Nordic American who is a Christian gentleman, a man who gets along well with his associates. He will probably be between twenty-five and thirty-five, but ability and experience are more important, provided he is young enough in "pep" and ambition.

Here's a real opportunity; the job is as big as the man.

If you are not the man, perhaps you know him, and would be willing to do him a service by calling this ad to his attention. His reply—in sufficient detail to enable us to check his qualifications against each of our specifications—should be addressed to "M", Box 139, Printers' Ink.

Our own people know about this ad.

saved it is that, in his opinion, this is something which a number of manufacturers might want to do in their own way. There is no doubt that retailers are interested in stunt merchandising and advertising. Unfortunately, many of these stunts, when originated by the retailers themselves, are not sound merchandising. Why, then, should not manufacturers guide their efforts and, if retailers insist upon using stunts, see to it that the stunts are safe and sane?

* * *

The perfect union that exists between some trade names and the products they identify is something which has often caused the Schoolmaster to wonder how the name came to be hit upon. Kodak, Celluloid, Lysol, Cuticura, Victrola—some of them are so completely satisfying and have become, as a result of continuous advertising, so exactly descriptive of a particular thing or a particular class of things that they have put their creators to no end of trouble by reason of a tendency to turn into common nouns.

Why the companies that own these names do not, once in a while, describe in their advertising how the names came into existence, or how the names were discovered or invented, is another subject about which the Schoolmaster has wondered as much as about the origin of the names. What more effective way could there be of establishing ownership to a trade name, and of fixing that fact in public consciousness, than telling something interesting about its origin in an advertisement?

In view of these thoughts, it both pleased the Schoolmaster's sense of the importance of his own ideas and satisfied his own personal curiosity to read the following in an advertisement:

In 1837 William Procter was making candles in Cincinnati and James Gamble was making soap.

They married sisters and out of this family relationship there grew a business partnership that has become one of the great industries of America—the Procter & Gamble Co., of Cincinnati.

Some years passed and Procter and Gamble had begun to make a soap that

FINE PLACE OPEN

in an A. A. of A. A. Agency

HERE is a splendid, and unusual, opportunity for a man who can head up the contact and business development in an advertising agency of acknowledged merit.

The agency needs only one man—but a man good as the best. It is long-established as an agency; has a good volume in attractive accounts; excellent record for developing and holding business; makes money; has plenty of capital; admirably organized, and a fine personnel. Has an outstanding reputation.

I would predict that this agency would continue to grow bigger, even if it did not get as good a man as it now feels the need of. It is ambitious to grow faster, which is why this door has been opened.

A man with agency experience is probably preferable, but not necessary. I know a number of advertising managers, sales managers, and general managers whom I would gladly recommend, although they were never in agency work.

Sales training and experience with business judgment are high qualifications for this place.

The agency wants a man who can team and stick. Such a man will get all the support he needs to grow and become a partner—a big partner, if you please. So you see it is much

more than a mere job with an adequate salary.

The salary will be made agreeable to a man whose earnings have been substantial. No investment conditions are attached to this offer, except a chance to acquire stock at the right time, in the right amount, and on the right terms. It is character with ability, diligence, dependableness and with the teamwork spirit that is wanted—not money.

Nor is this man desired for business he now has. He is wanted for the growth and stability he can bring to the business the agency now has.

In answering this please don't bother to tell me about accounts you control; it might prejudice me against you.

If you are with an agency, kindly get the consent of your principals before applying. It looks so much better to do that.

You want to know where this agency is located. It is outside New York—in a city into which you could quickly and delightfully adapt yourself; that is if you are not fortunate enough to be living in that city now.

Please address me promptly as below. Mark it personal.

You may discuss this situation with me confidentially in advance of application, if you wish.

JAMES O'SHAUGHNESSY

Counsellor in Advertising

Room 1750, Graybar Building

New York, N. Y.

Executive Considering Change

An executive now a member and officer of well-known advertising agency would consider change to an agency offering greater opportunity or executive position with a large manufacturer.

He might consider connection with smaller concern having possibilities for rapid development.

He is experienced in all branches of merchandising and advertising of a large variety of products. Ample references.

Present connection is quite satisfactory and only concerns of high standing will be considered. Address "H," Box 235, PRINTERS' INK.

Capable Copy & Contact Man

Vice-president of N. Y. agency in charge of copy and plans wants to connect with progressive, moderate-size agency. Experienced in wide range of subjects; versatile and quick; good merchandising background. Twenty years in advertising and selling work; eight in agency field. Familiar with mechanics of the business, layout work and typography. Pleasing personality; good record; excellent endorsers.

Salary minimum, \$8,000.

Address "L," Box 236,
Printers' Ink.

floated. It had not been the design of the compounders to make a floating soap, but float it did. And it was white soap.

But Procter and Gamble could not think what name to give it. One Sunday in 1879 a member of the firm, attending church, heard the rector read from Psalms, "All thy garments smell of myrrh, and aloes, and cassia, out of the ivory palaces whereby they have made thee glad."

"Ivory—the very same name for our soap," he thought. The next morning he brought the suggestion to the factory and it was accepted, and so came into being "Ivory," one of America's household words.

A very human incident, and as convincing as it is interesting. And it would have been no less interesting and convincing had it appeared in a Procter & Gamble advertisement. But it didn't. The Schoolmaster found it in an advance proof of an advertisement of the Cincinnati *Post* to be published in PRINTERS' INK MONTHLY for September.

* * *

J. F. Rice, correspondence adviser of the Commonwealth Edison Company, Chicago, believes it would be a great thing for business if executives and others would learn to sign their names legibly and the Schoolmaster cordially agrees with him. The text for Mr. Rice's observation is to be found in the following rhyme (members of the Class may call it a poem if they wish) given circulation by the American Bank Note Company:

How sad it is so many men
Climb up and ride upon a pen,
And spatter ink and bust their hames
When they attempt to sign their names.
I've studied it with tears and groans;
Sometimes I think the name is Jones
With sundry letters upside down,
And then again I'd say it's Brown.
Perhaps it's Smith; it may be Duff;
I give it up. I've toiled enough.
There ought to be some chloride cures
For men with dizzy signatures.
They make the angry passions rise.
They bring hot water to the eyes.
They waste the time of busy men
By their gymnastics with the pen.

The gentleman who put down on paper these stirring sentiments probably was thinking of the numerous excuses for signatures that appear on checks. But the same criticism can be applied to letters. The legibility of the signature on a check is of secondary impor-

**WANTED . . .
DIRECT-BY-MAIL
"SALESMAN EXECUTIVE"**

AN OPPORTUNITY presents itself in our organization that I feel should attract some salesman-executive of exceptional ability. Not just a *seller*—and not just a *planner*—but a combination of both. In short, an executive who can plan, and sell.

Our business is that of Creative-Direct-by-Mail. We have a well-rounded organization; an art and copy department of recognized merit and a print plant that carries our ideas out as they should be.

We are soundly financed. Our work is well known for its originality and modernism. We include among our steady customers a large number of the leading retail stores of the country.

We are doing a substantial, profitable business, and have been for the past several years.

But—I feel that the excellence of our work and ideas merits a larger field.

Continual work on hand prevents the two members of our firm from seeking additional customers. So we want a man to join us who, through experience in our field, can become an important member of our organization.

This man must know Creative Direct-by-Mail in all its phases. He must have a working knowledge of our game—plus a personal following in New York and the East. He must be a sales executive capable not only of seeking out the additional fields we can serve—and then of selling some of the "big shots" in this field, but also of developing a sales organization which he will guide.

The right man that makes good will find here an income in good five figures, based on straight salary and an over-riding commission on new business.

Your letter will be held in confidence.

President
N-Box 90, Printers' Ink

Sawmills that cut 90% of the lumber produced in U.S.

Concentrate your advertising in the one paper that covers the worth-while mills in all lumber producing sections—mills that cut 90% of the lumber sawn in the U. S.

Write for our 90% circular.

American Lumberman

Est. 1873 CHICAGO A. B. C.

ADVERTISING CONTACT EXECUTIVE

If you have been looking for an opportunity to buy an interest in a progressive advertising organization with an established clientele, this is it!—

We're suffering from growing pains, and it takes the "insidious where-with-all" to stretch freely. Nevertheless, we're fussier about your qualifications than your money, as the amount required is small and its value to you and us depends upon your ability to do your share with the unusual tools we have to offer.

A substantial interest and drawing account can be arranged for, if you have a fair share of experience and the will to do. We're ready to lay our cards on the table for strict investigation. Write us something about yourself and we'll be glad to arrange an interview. Address "R," Box 237, Printers' Ink.

Research Man Wanted

The research department of a large general magazine wants a man with some statistical, research and marketing experience. Age 25 to 35. College education preferred. Must be able to seek out necessary data and analyze it from sales angle. Give past experience, education, salary desired, etc. Address "O," Box 91, Printers' Ink.

tance if the signer has enough money in the bank to meet it.

Why is it that so many men of affairs write their signatures in a way that sometimes defies even experts? Is it vanity caused by the thought that of course everybody knows the great man who is writing the letter? Is it the result of temperament or a desire to have an artistic fling?

The Schoolmaster's personal opinion is that these alleged signatures are what they are because the signers carry out to a ridiculously exaggerated extent their desire for individuality. Every person's character is shown up in his penmanship. When the Schoolmaster went to grade school many years ago he was taught (or rather his teachers tried to teach him) what was known as the Spencerian form of penmanship. The pen had to be held a certain way and the letters formed with meticulous care. In a little while, however, he developed his own system of penmanship. This is the correct thing to do and accounts for the fact that instruction in this sort of thing is little done in modern public schools.

But being individualistic does not mean that a man should write his name so that it cannot be read.

The only other excuse for poor signatures is haste. A man has many letters to sign and runs through them in a great hurry. Then he probably sits around for fifteen or twenty minutes doing nothing. Signing letters so hurriedly that the names cannot be read reminds the Schoolmaster of the habit some people have of

If—

any independent advertising man can put us in touch with an occasional printing job or an account, we will be glad to pay him a regular commission. Direct-by-mail booklet and catalog work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn. Station. Address "J," Box 223, Printers' Ink

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents
 Toronto Montreal Winnipeg Vancouver Hamilton London Eng.
 New York Office 2152 Graham Bldg. Thomas L. Briggs, Manager for United States

dashing across the street in front of traffic and then standing on the other corner and watching the traffic go by. They are in a terrible hurry and then waste all the time they have saved by risking their lives unnecessarily and foolishly.

* * *

There's a modest man associated with a certain New York advertising agency, whose initials are "D. G." He read what the Schoolmaster had to say recently about the Maxwell House coffee slogan: "Good to the Last Drop." Then he composed the following lines:

COFFEE, AND CIGARS

We see that the Maxwell House people
Are put to some trouble to say

That the drop that is last is as good a
repost

As any one else in the tray;
And Shelley is called as a witness
With Shakespeare and Spencer and
Lamb

To confirm that the phrase "to the last"
means to praise

The last, (or conversely) to d—n.

The truth of the *smoker's* contention,
That worth in the smoke called Gir—d
Extends from the core to the wrapper,
Is something its makers would guard.
But lest the ambiguous reader

Confounds what its merits evoke,
We shall not say a word of the thing
we have heard—

But after our coffee—we'll smoke.

In sending them to the Schoolmaster, the composer admonishes thus: "Should you find them acceptable, and if it is customary to indicate the author, please do not use more than my initials." So it happens that these quite worth-while verses are sent out into the world with name of their sire hidden under the obscurity of the initials "D. G." These advertising men!

Death of Roy Randall

Roy Randall, a poster artist with the Illinois Litho Company, Chicago, died recently at that city at the age of fifty-three. He was, for eight years, president of the Poster Artists Association of America.

Jacob Rubel, mail-order manager of Gimbel Brothers, Philadelphia store, in addition to his present duties, has been placed in charge of all direct-mail advertising of that store.

Sales Promotion Advertising Manager WANTED

By a large manufacturer of high-grade fire brick and other refractory products—doing a national and international business. Line is very complete—so is the sales and distributing organization. Location, small midwestern city.

Organization is made up of young men. There is room for another good man (under 35 years) who is capable of contacting advertising agency and who has sales ability plus fundamental experience in sales and market analysis. College man preferred.

Give complete information in first letter—including salary expected and experience.

ADDRESS BOX 238
PRINTERS' INK

Opportunity for Production Man to Become Member of Firm

Advertising Agency established twelve years, located in city of over half million population within 400 miles of New York, is seeking high grade production manager with executive ability to take complete charge of office and handle production.

Agency is not incorporated but key men will become members of the firm on substantial profit-sharing basis as soon as ability of production manager has been demonstrated. Give complete details in first letter. Correspondence strictly confidential. Address "T," Box 93, Printers' Ink.

ONE of the largest manufacturers of nationally advertised food products needs a young man to work directly with vice-president in charge of sales and advertising. Thorough experience in advertising department of large advertiser or advertising agency production work essential as well as generous endowment of common sense selling ideas, and a pleasing personality. He must be qualified to handle a large amount of advertising production and schedule detail. To the right man, a man with merchandising as well as advertising ideas, we offer an opportunity limited only by his own ability. Address with full particulars as to experience and qualifications, "V," Box 94, Printers' Ink.

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Commercial Artist can rent attractive space in advertising agency, Graybar Building, where part-time services will be employed. Phone for appointment. Lexington 9113.

To a Printer or Lithographer—Outside of New York City—who is not represented in the Metropolitan area. Here is an opportunity to establish permanent New York sales contracts. Send samples of work done and description of equipment. Box 921, Printers' Ink.

SALES ORGANIZATION

To cover the United States with a proven syndicated monthly publication. Publication is now beyond experimental stage and business secured to date indicates that it has unlimited possibilities. The organization we are looking for must have a clean record in producing sales. A commission proposition with very little competition. This is a winner for the right sales organization. Box 924, P. I.

SAVE MONEY ON YOUR PRINTING

Get my prices on any size job and any number of colors. My low overhead saves you money. Quick service and work guaranteed. My advertising experience of 15 years is also at your service. Booklets, catalogs, folders, letters, etc., written. Ideas submitted without cost. Answer this advertisement and I will send you FREE a very useful novelty.

R. G. VAN, DeLAND, FLORIDA
Printing-Advertising
You Can "D-PEND" on Me

HELP WANTED

COPY AND LAYOUT MAN WANTED for Local Department, Sunday Edition "Grit," Williamsport, Pa. Submit samples of work with application to advertising manager.

WANTED

By a fire insurance company, a salesman, experienced in commercial selling, to call on New York City Insurance brokers. One who believes he can adapt his commercial experience to insurance needs. Salaried job. State experience, age and salary. Box 898, P. I.

We Are Looking for Two High-Grade Salesmen who have had at least ten years' sales experience and who are strong on organizing and development work out in the territory and all the detail that goes with it. Would prefer men who have a sound training in selling transportation equipment, such as trucks and trailers. Write us and tell us all about yourself, your qualifications, and enclose photograph. Box 908, P. I.

Wanted—Assistant to Advertising Manager. Mid-West Daily, city of 10,000. Good chance for promotion. Box 917, Printers' Ink.

Technical Copy Writer—A large growing manufacturer selling to power plants has opening for an experienced, technically trained copy writer. Location within 100 miles of New York. Write fully, giving age, experience and salary expectations. Send samples of work. Interviews can be arranged for in New York or Philadelphia. Box 905, P. I.

ILLUSTRATIVE PHOTOGRAPHER—Established dryplate studio needs an experienced operator. Position is permanent. Will give contract and good salary to right man. The man we secure must be working at this kind of work now, either in charge or as assistant. Give full particulars about yourself in first letter. No references will be checked until we communicate with you. Box 897, P. I.

SALES EXECUTIVE

Acquainted with wholesale automotive field, wanted by leading manufacturer about 200 miles from New York. Proposition will interest executive of highest calibre accustomed to large earnings. Give experience in confidence. Our own organization knows of this advertisement. Box 923, Printers' Ink.

SALESMEN WANTED

Good salesmen, to sell an agency service to newspaper advertisers. Open and above board. No get-rich-quick or fly-by-night scheme, but permanent position with responsible, well-established agency. Strictly commission basis. No expense or drawing accounts. Commissions payable immediately after sale. Satisfactory territorial arrangements. Write Box 896, P. I.

PRODUCTION MANAGER

for 4A advertising Agency short distance from New York City. Must be qualified to assume full charge busy production department. We are specially interested in a man who knows type and how to use it to best advantage. Write fully, stating salary. Address Box 906, P. I.

PRINTING AND LITHOGRAPH SALESMAN WANTED

A progressive organization, fully equipped to produce every form of printing and lithography, desires the services of a salesman controlling a substantial business.

The facilities of our Service and Art Departments will help you sell. Equitable and profitable arrangements will be made.

A splendid opportunity to become associated with a growing concern of recognized standing in its field.

All communications in strict confidence. Box 926, Printers' Ink.

MISCELLANEOUS

Artist Representative—Finest Agency Clientele—wishes to represent several top-notch artists competent to handle art work for national accounts. Write for personal interview. Box 904, P. I.

GRAPHOTYPE WANTED

Detroit company will pay cash for Keyboard Graphotype in first-class condition. Box 899, Printers' Ink.

TESTED COLLECTION LETTERS

that get big results and hold customers. Not theory—just five unusual letters that have proved their power over and over.

The Five Letters for \$1.00

STUART FEATURES SYNDICATE
67 West 44th Street, New York

POSITIONS WANTED

YOUNG MAN, 25—available for job of responsibility and trust. Three years' general advertising experience with manufacturer and publisher. College graduate. Box 927, Printers' Ink.

Advertising Man—Department Store, Agency or Manufacturer. Excellent copy writer and merchandiser. Thoroughly experienced. College graduate. Now employed. Desires change. Box 922, P. I.

ARTIST

Versatile young woman desires opportunity as assistant in art service or advertising agency. Salary secondary. Box 911, Printers' Ink.

EDITORIAL EXECUTIVE

seeks position in publicity or trade journal field. Am versatile writer. Record excellent. Age 32. Now employed. Box 902, Printers' Ink.

SALES REPRESENTATIVE

for Cleveland and East Central territory. Age 30, technical education, energetic, neat appearance, good personality. Box 928, Printers' Ink.

overtime -- stenography -- typing
speedily-neatly completed, 6 to 8, evenings. Advertising Experience. Manhattan. Box 920, Printers' Ink.

CIRCULATION MANAGER

Seeks position. Have had fifteen years' experience on trade and national publications. Thoroughly conversant with postal and A.B.C. regulations. Box 915, P. I.

Modern Layouts, Clever Copy

Woman, experienced, original ideas, specialist in modern type faces, wants work. Box 913, Printers' Ink.

SALES EXECUTIVE

—with practical experience as Salesman, Branch Manager and General Sales Manager with large manufacturer—desires connection with highly rated company where ability and hard work will bring advancement. Full information gladly furnished. Box 900, Printers' Ink.

COLLEGE MAN, 24—experienced in printing, knowledge of advertising, wishes position in production department of advertising agency or advertising department. Box 916, Printers' Ink.

ARTIST

Young woman with several years' experience wishes permanent connection with Advertising Agency or Art Service. Box 910, Printers' Ink.

ADVERTISING—DIRECT MAIL

Capable taking charge department for manufacturer, wholesaler, etc. Plan, layout, write catalogs, booklets, circulars, sales letters, etc. Box 918, Printers' Ink.

FREE-LANCE ADVERTISING

Three experts, copy writer, layout man and artist at your service, to create unusual advertisements and booklets. Reasonable rates. Box 907, Printers' Ink.

LETTERING

and layout man desires position with A-1 studio or agency. Box 903, P. I.

Working Art Director

15 years' experience in advertising art work, all mediums. References and samples on request. Box 929, Printers' Ink.

HOUSE ORGAN EDITOR

Experienced woman executive capable of taking full charge all technical details wants position. Box 914, Printers' Ink.

ADVERTISING ASSISTANT

7 years production domestic and export agencies. Experience in direct mail work. Exceptional ability to handle large amount detail. Protestant; age 29; married. Available soon. Box 919, Printers' Ink.

Printing Production Man, Estimator, Buyer—Thoroughly experienced and capable. Extensive knowledge costs, accounting, paper, type and customer contact. A young, active man of good personality, college education and appearance. Box 912, Printers' Ink.

ARTIST—VISUALIZER

Seeks opportunity with growing firm, at present specializing in layout work and buying Art for advertising agency, desires to make immediate change, has good imagination, excellent past experience, young, ambitious, seeking advancement. Box 909, Printers' Ink.

BUSINESS MANAGER—twelve years' diversified experience as managing and advertising executive—seeks new location with reliable individual or corporation in Illinois, Indiana, Michigan, Missouri or Wisconsin. Thoroughly familiar all phases advertising work and mail-order procedure. Now employed. Write Box 901, Printers' Ink, for particulars.

ART DIRECTOR, VISUALIZER AND PAINTER

Now directing staff of artists for a leading Lithographer. Capable of developing unusual sound and convincing advertising matter, from idea to finished sketches. Box 925, Printers' Ink, Chicago Office.

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A reputation for sound and thorough merchandising ability in industries of widely various character, has not stood in the light of our recognition as a creative advertising organization of the first order.

The JOHN H. DUNHAM *Company*
ADVERTISING

TRIBUNE TOWER
CHICAGO

No list, no combination, can approach the Tribune's mighty coverage of Zone 7—

*Save at costs far
above Tribune rates*

TO the national advertiser, wondering how best to exploit his opportunity in the five rich states of Zone 7, the outstanding fact is this: no list, no combination, of magazines and newspapers, can give anything like the mighty circulation of the Chicago Tribune, save at costs far above Tribune rates.

The circulation of the Tribune on Sunday in the state of Indiana alone, for example, is exceeded by only two of the 104 daily newspapers published in the state.

The state of Iowa has 40 daily newspapers. But the circulation of the Sunday Tribune in Iowa exceeds that of all but two of the Hawkeye state's own journals.

In Michigan—58 daily newspapers, and only 5 have total circulations, in Michigan and elsewhere, exceeding that of the Sunday Tribune in Michigan alone.

In Wisconsin, only three of the state's 42 newspapers have *total* circulations which surpass the Wisconsin circulation of the Tribune on Sunday.

In the magazine field, it takes the combined efforts of the country's three strongest mediums, and complete disregard of duplication, to match the Sunday Tribune's circulation in Zone 7.

For economical, strategic coverage of this full fifth of the national market, use the Chicago Tribune.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER